- Not Published -

PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution **DATE:** December 1, 1995

FROM: Distribution System Information / Barbara Burns

SUBJECT: **Nielsen Monthly Analysis - October 1995**

Following a relatively flat third quarter, PM's retail share rebounded to pre-May levels, with a month-to-month share gain of +0.5 points to 47.6%. This month's company performance likely benefited from increased Marlboro Flex Fund incidence and initial implementation of Fall Fest '95 promotions. Marlboro's share reached its highest level to date at 31.1%. However, PM's share of the Premium category (although improving) remained somewhat below peak levels experienced early this year. PM's share of category performance is likely being influenced by extensive competitive premium promotional activities.

- PM posted a +0.5 point month-to-month share gain to 47.6%, with Marlboro, Basic and OPB gains more than offsetting a moderate Cambridge decline.
- Marlboro's share advanced +0.5 points this month to 31.1% (its highest level to date), with the franchise likely benefiting from increased Flex Fund activities coupled with retail sell-through of the 5-pack with camera and B4G1F promotions.
- PM OPB's share gained +0.1 point versus month-ago to 9.1%, its highest level year-to-date.
- Coinciding with extensive premium promotional activities, the Discount category fell to 28.0%, representing a -0.5 point decline versus month-ago and its lowest level since May 1992 (nearly -10 points below its March 1993 peak).
- PM's discount share of industry was stable this month as Basic's gain offset Cambridge's decline (following recent promotional advances). Basic's share of category advanced +0.5 points to 15.9%, with performance likely benefiting from initial Fall Fest promotions.
- Lorillard was the only competitive manufacturer to post a share gain in October, driven primarily by continued Newport growth.

2060089502

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

Nielsen Topline Report - October 1995
December 1, 1995

Distribution:

F. Alfieri
R. Anise
M. Anton
S. Apple
M. Arwady
M. Bain
T. Beane
D. Beran
G. Bible
B. Bittner
S. Bloom
G. Blumenson
J. Bonhomme
L. Camilleri
B. Case
J. Chaump
J. Clary - R2
D. Cohen
K. Compton
N. Conrad
D. Dangoor
J. de Castro
P. Dodd
J. Dwyer
N. Ellis
C. Enger
J. Falvo
G. Fawcett
P. Fernandez
B. Ferrin
C. Finch - R3
S. Fuller
L. Funess
T. Garguilo
E. Gawronski
J. Gilbert
H. Glastein
A. Goldfarb
M. Gordon
R. Gordon
J. Greene
H. Halewski
H. Harwood
M. Hillis
D. Himmel
K. Houghton
A. Hyland
J. Isaacs
S. Jannetta
C. Johnson
E. Joyce
D. Keane
J. Keighley
T. Keim
F. Kelly
T. Lauinger
K. Leger
S. LeVan
C. Levy
A. Lewis
B. Lewis
J. Lichtman
H. Long
G. Ludlow
N. Lund
M. Maggio
M. Mahan
W. Marin
P. McCarthy
K. McEncroe
T. McGovern
R. Mikulay
D. Milby
H. Millington
S. Minagawa
M. Moore
R.W. Moore
J. Moose
J. Morgan
J. Mortenson - R5
J. Mullen-Sampson
M. Murphy
B. Neidle
D. Nelson - R1
J. Nelson
N. Nicholes
S. Norris
B. O'Brien
S. O'Brien
S. Opengart
A. Padoan
P. Paoli
P. Piscitelli
S. Piskor
M. Platteter
D. Potter
S. Rafferty
S. Reich
T. Resman
B. Reuter
V. Robins
S. Rush
T. Saloun
M. Salzman
E. Schneidman
M. Schroeder
B. Schuyler
A. Schwartz
B. Seto
R. Simons
A. Sinha
M. Slone
W. Smith
H. Steele
R. Stroud
M. Suter
N. Suter
M. Szymanczyk
L. Theaman
J. Thomas
J. Tiesi
C. Tucker
J. Turner
P. Voltz - LB
A. von Germeten
M. Waldman
R. Webster
R. Weiner
B. Weinstein
D. Werth
L. Wexler
R. Whalen
H. Willard - R4
M. Wood
T. Young

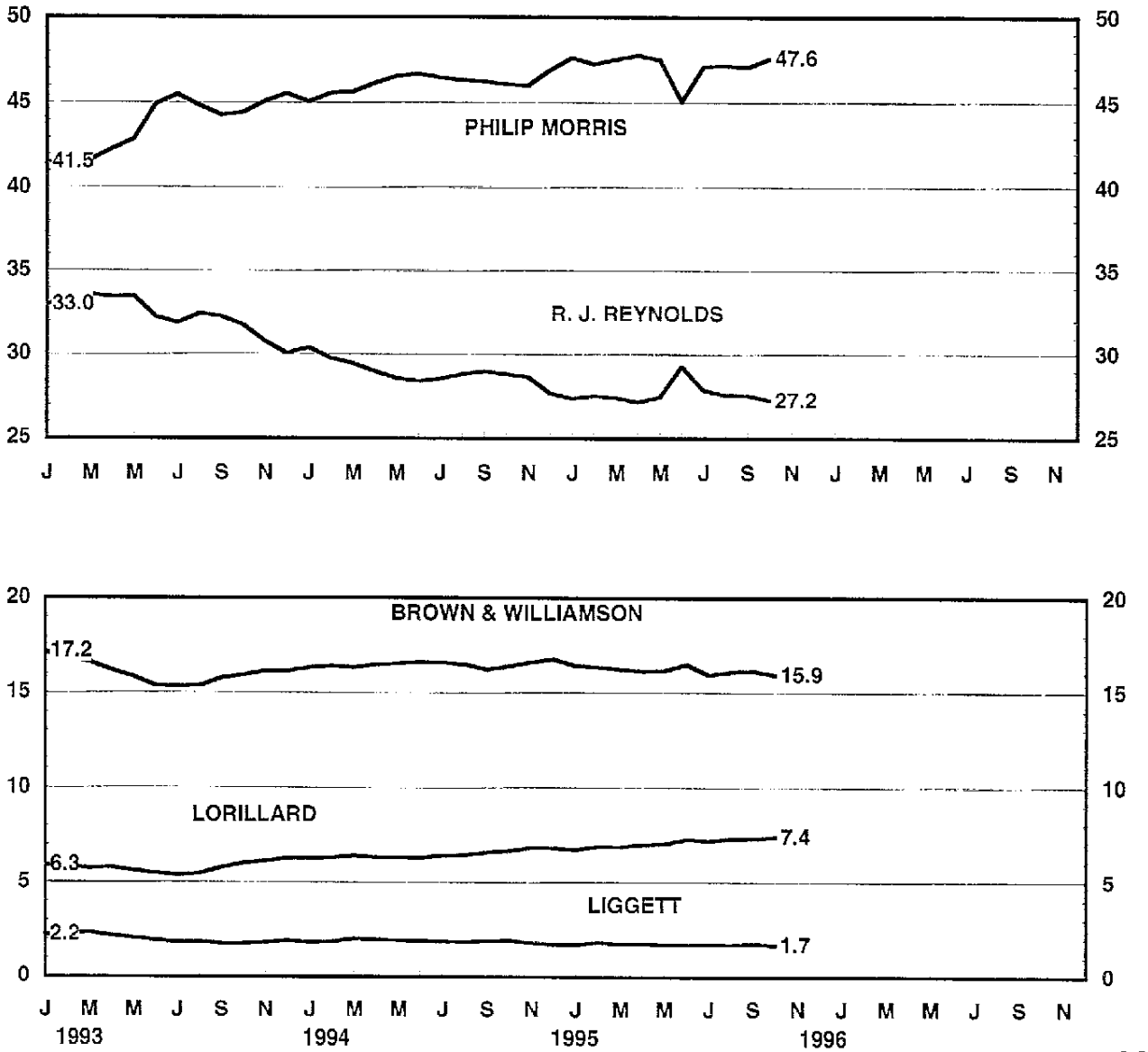
2060089503

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
COMPANIES

1

(1 MONTH MOVING)



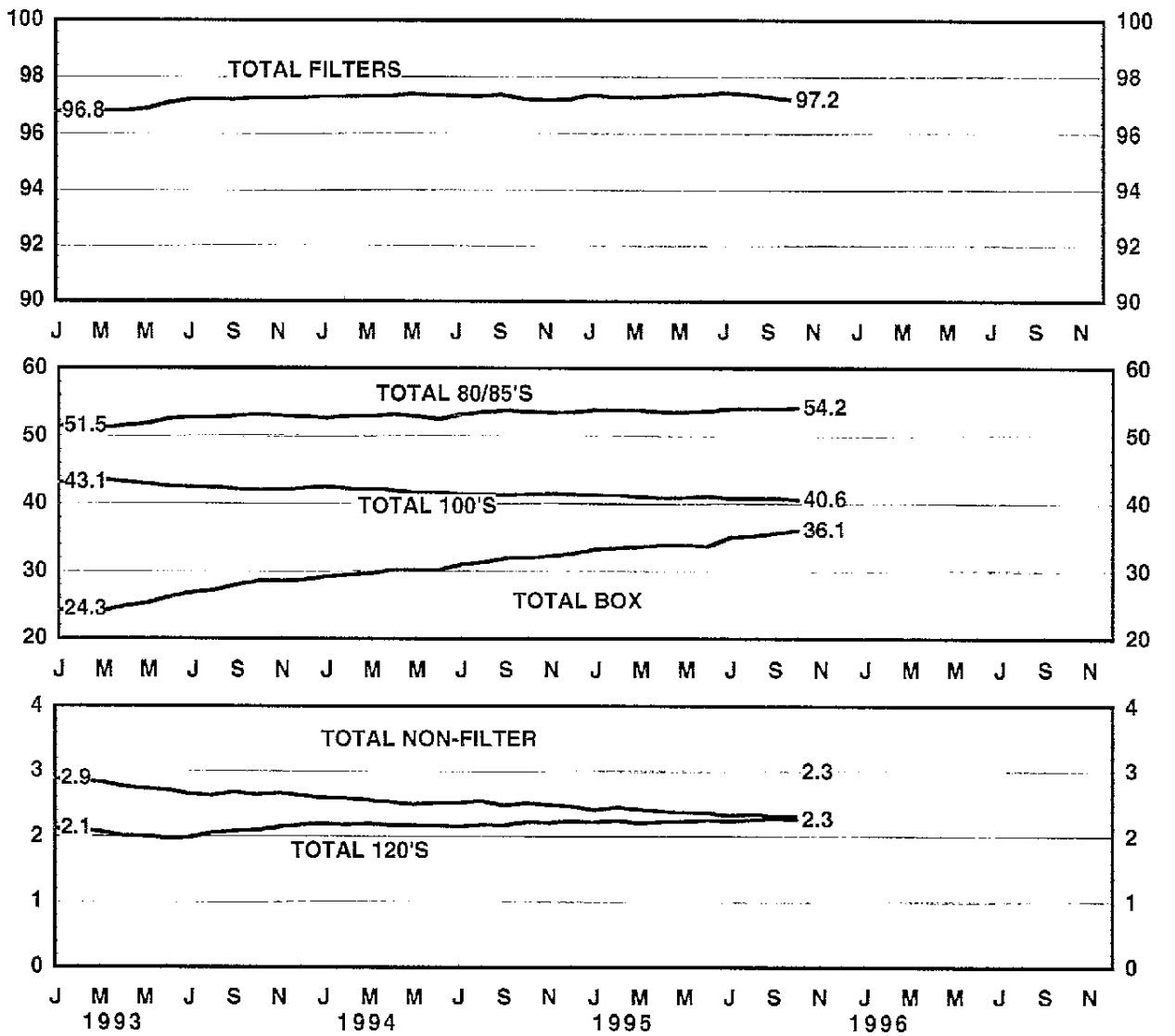
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089504

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
FILTER SIZE CATEGORIES
(1 MONTH MOVING)

2



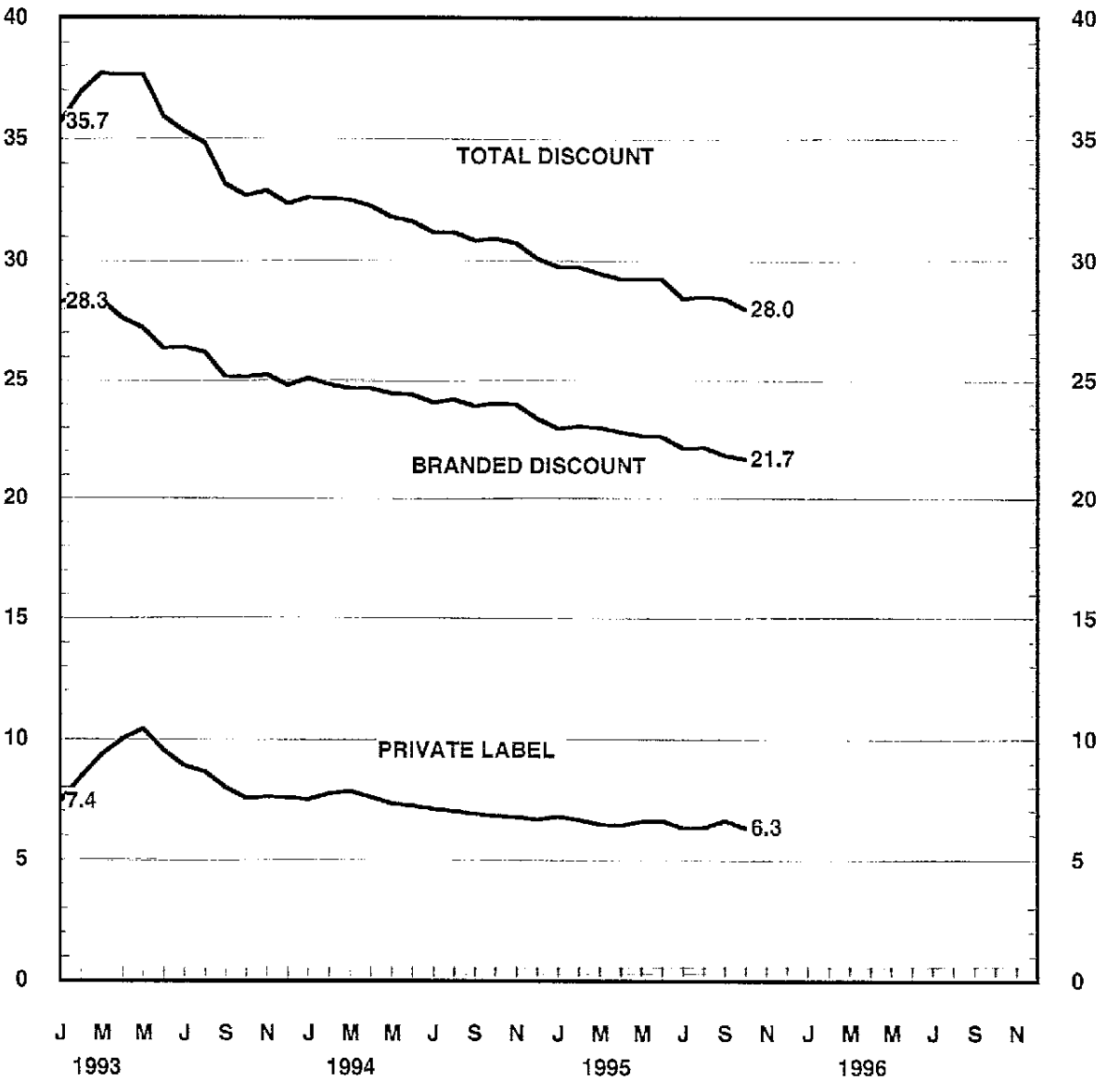
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089505

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
TOTAL DISCOUNT

(1 MONTH MOVING)



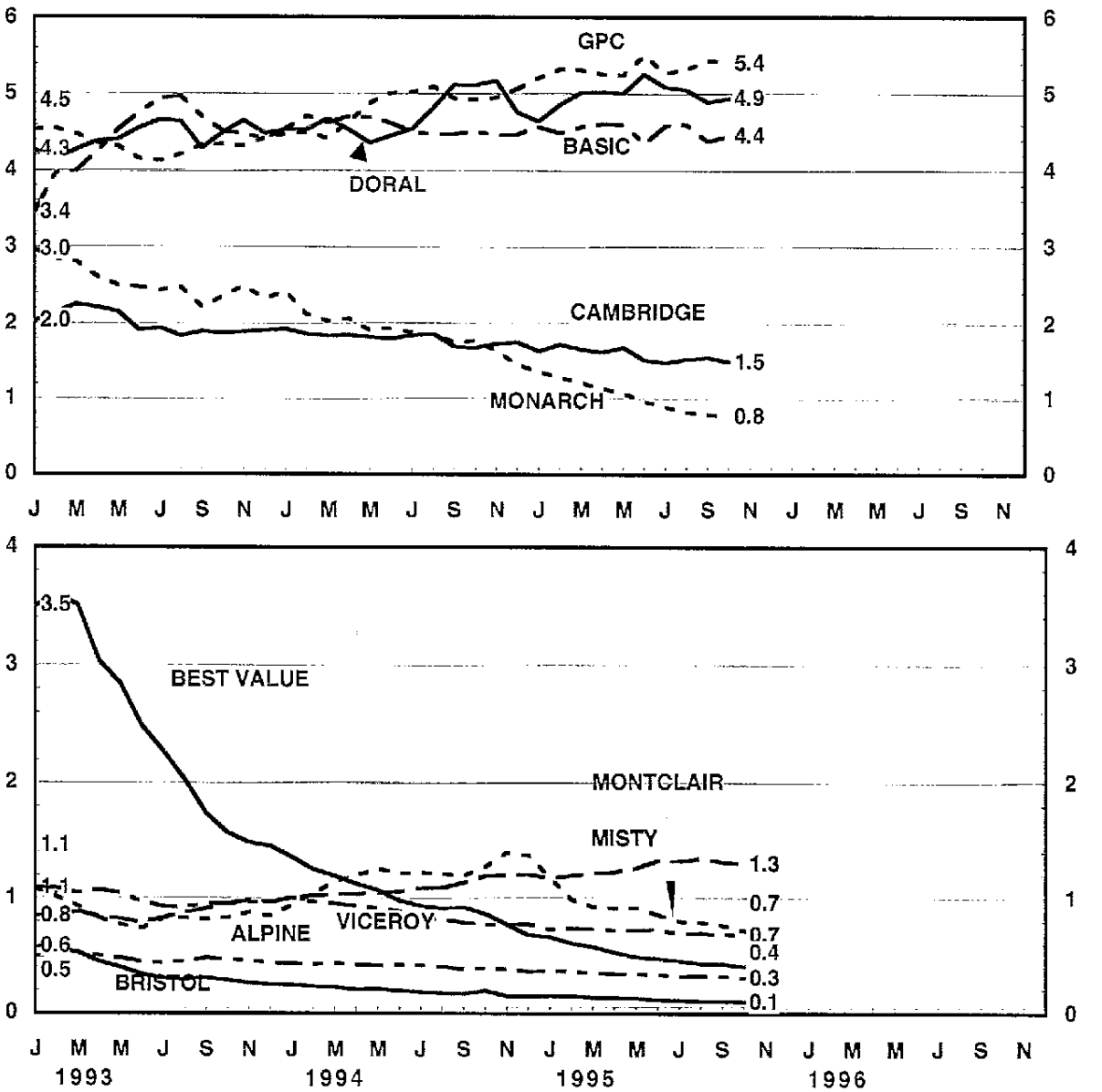
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089506

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
BRANDED DISCOUNT

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

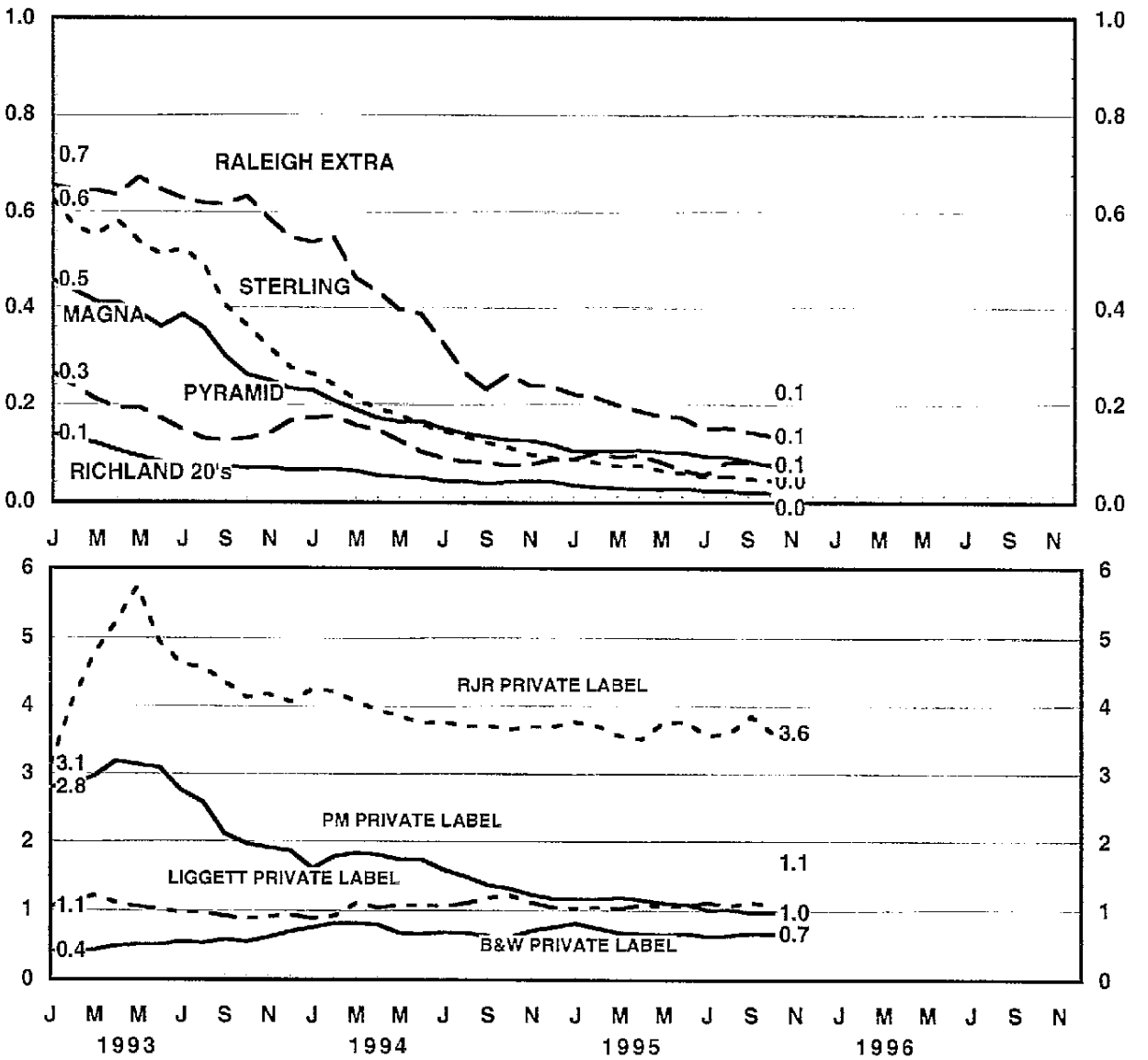
2060089507

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
BRANDED DISCOUNT & PRIVATE LABEL

5

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

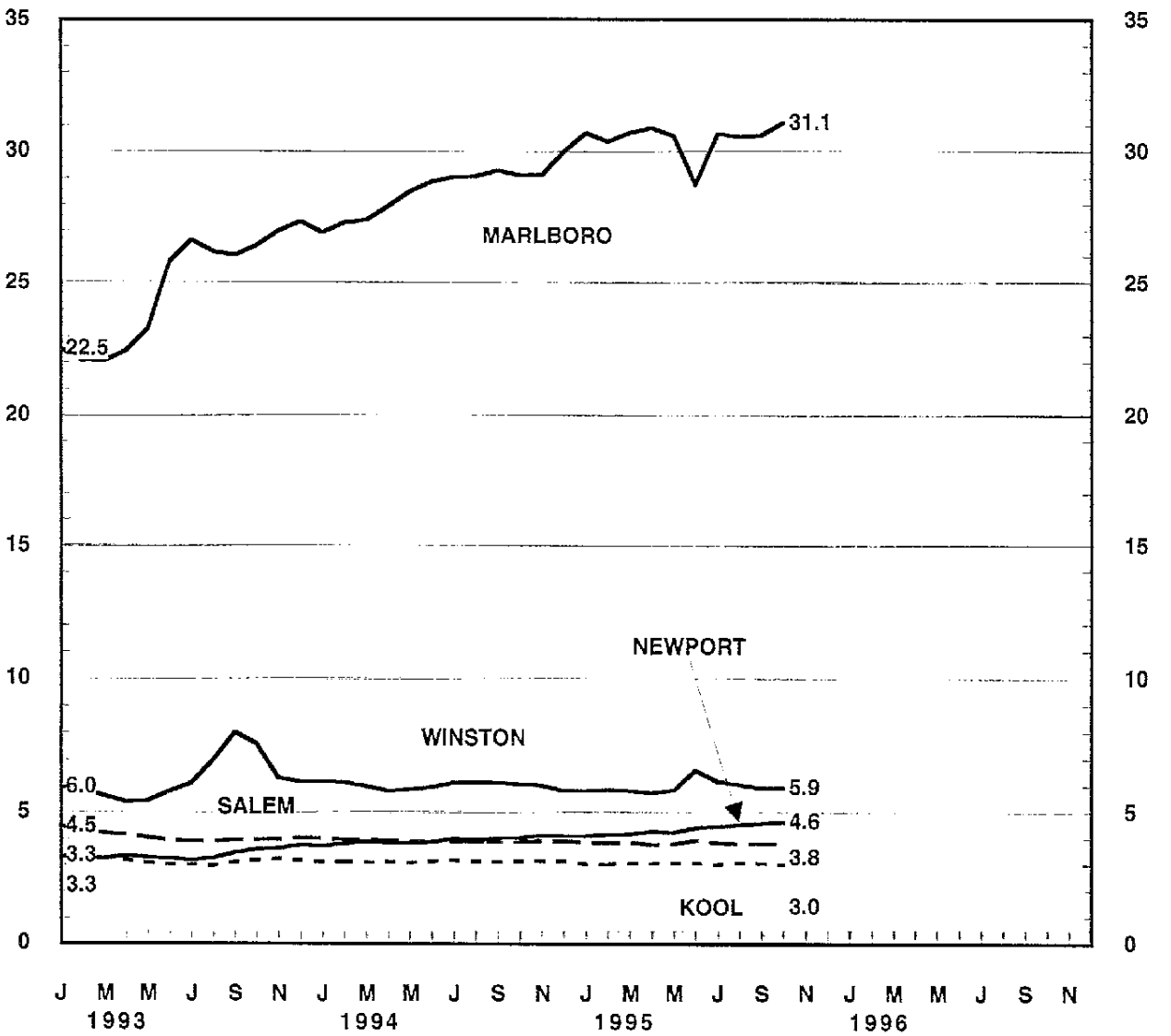
2060089508

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
LEADING PREMIUM BRANDS

6

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

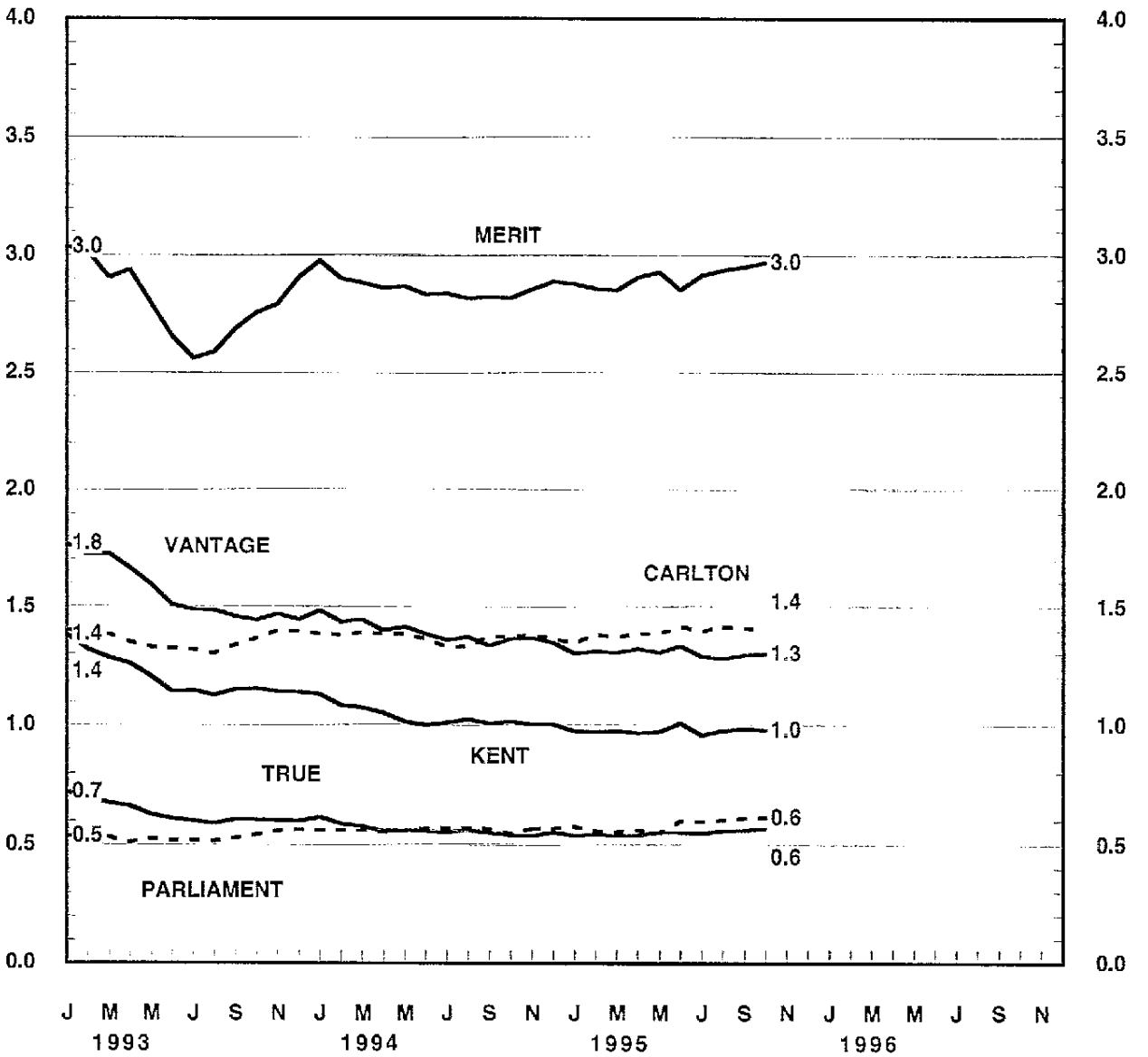
2060089509

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
FREE STANDING LOW TAR BRANDS

7

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

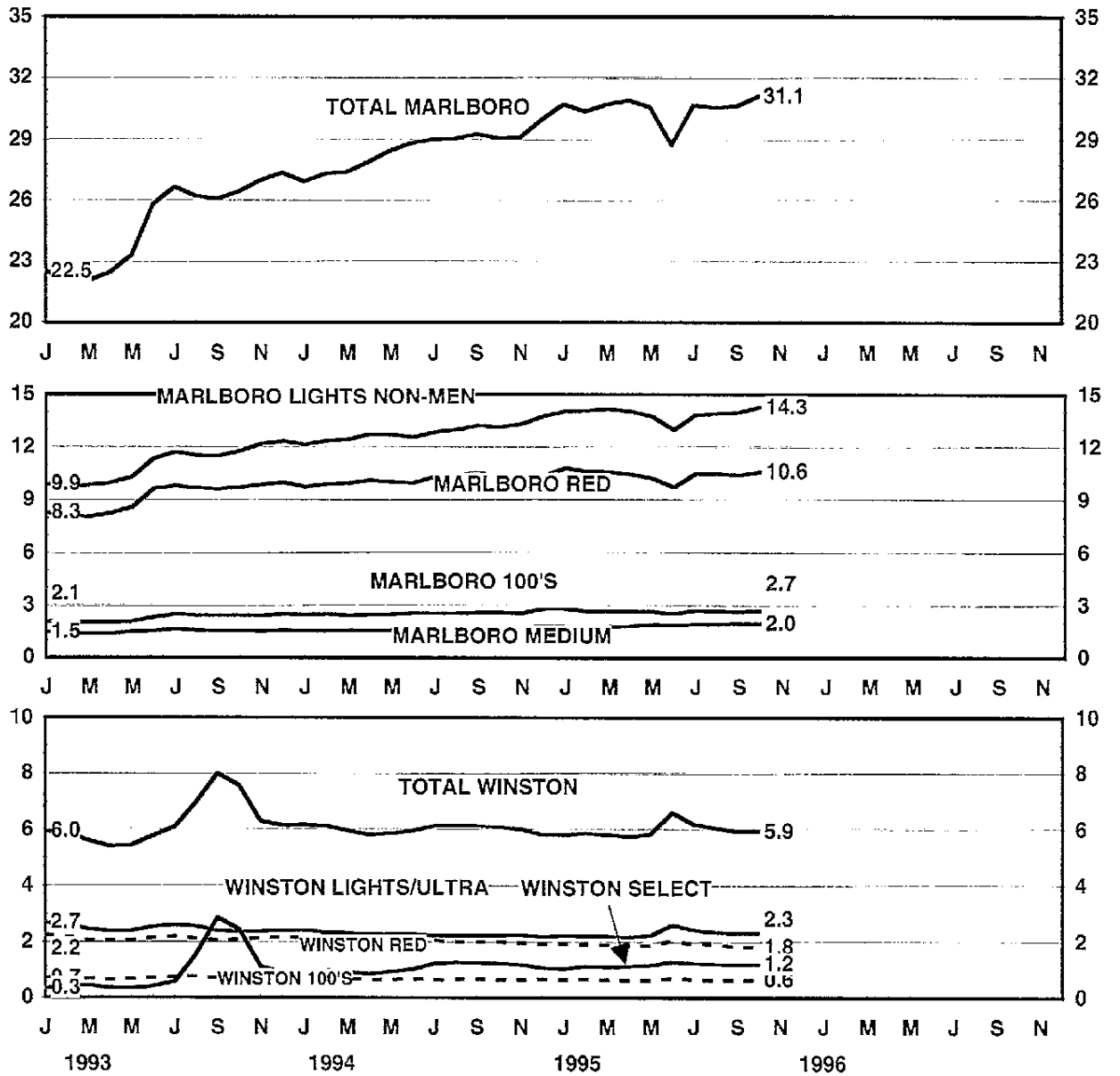
2060089510

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
MARLBORO & WINSTON

8

(1 MONTH MOVING)



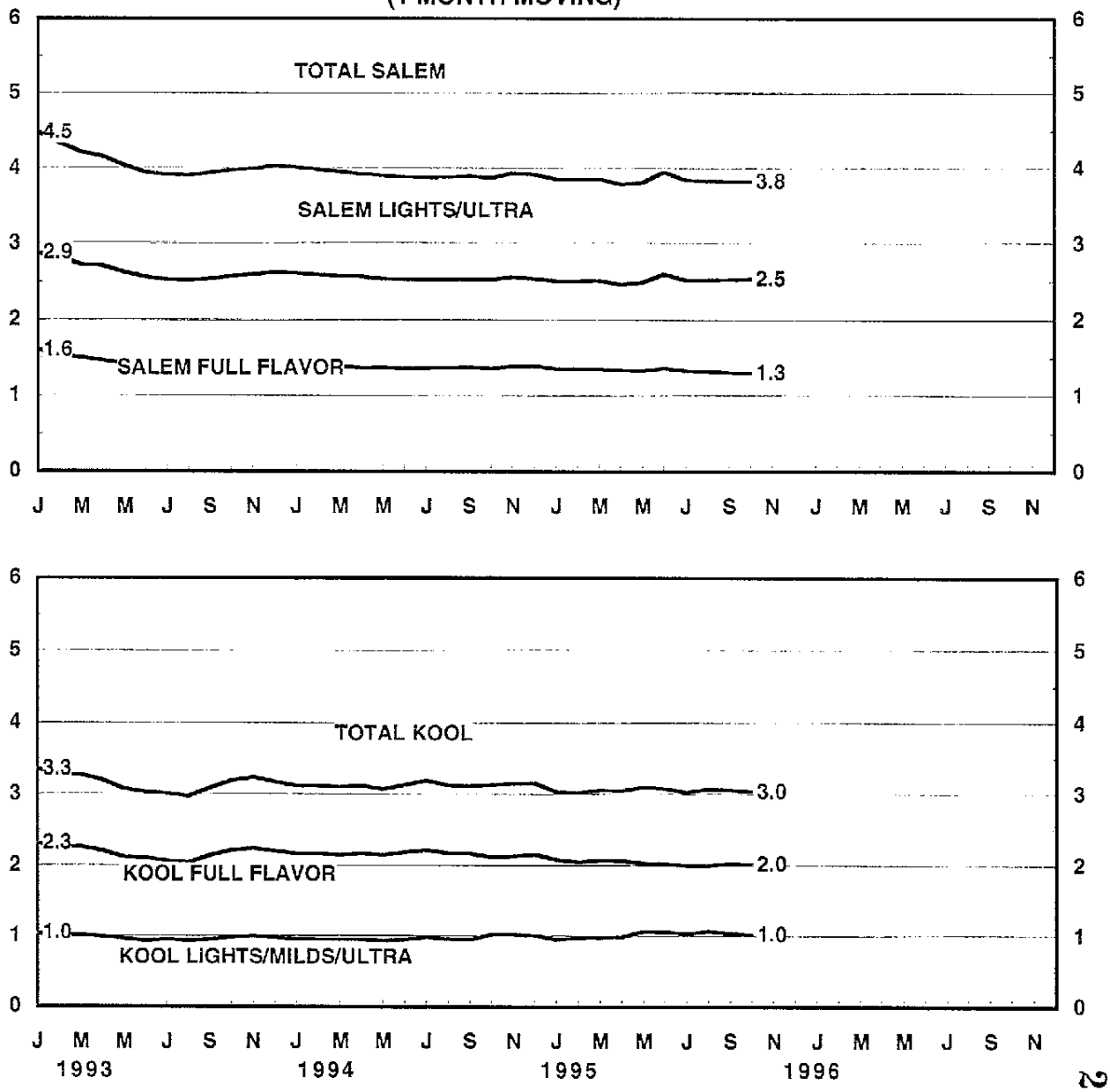
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089511

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
SALEM & KOOL

(1 MONTH MOVING)

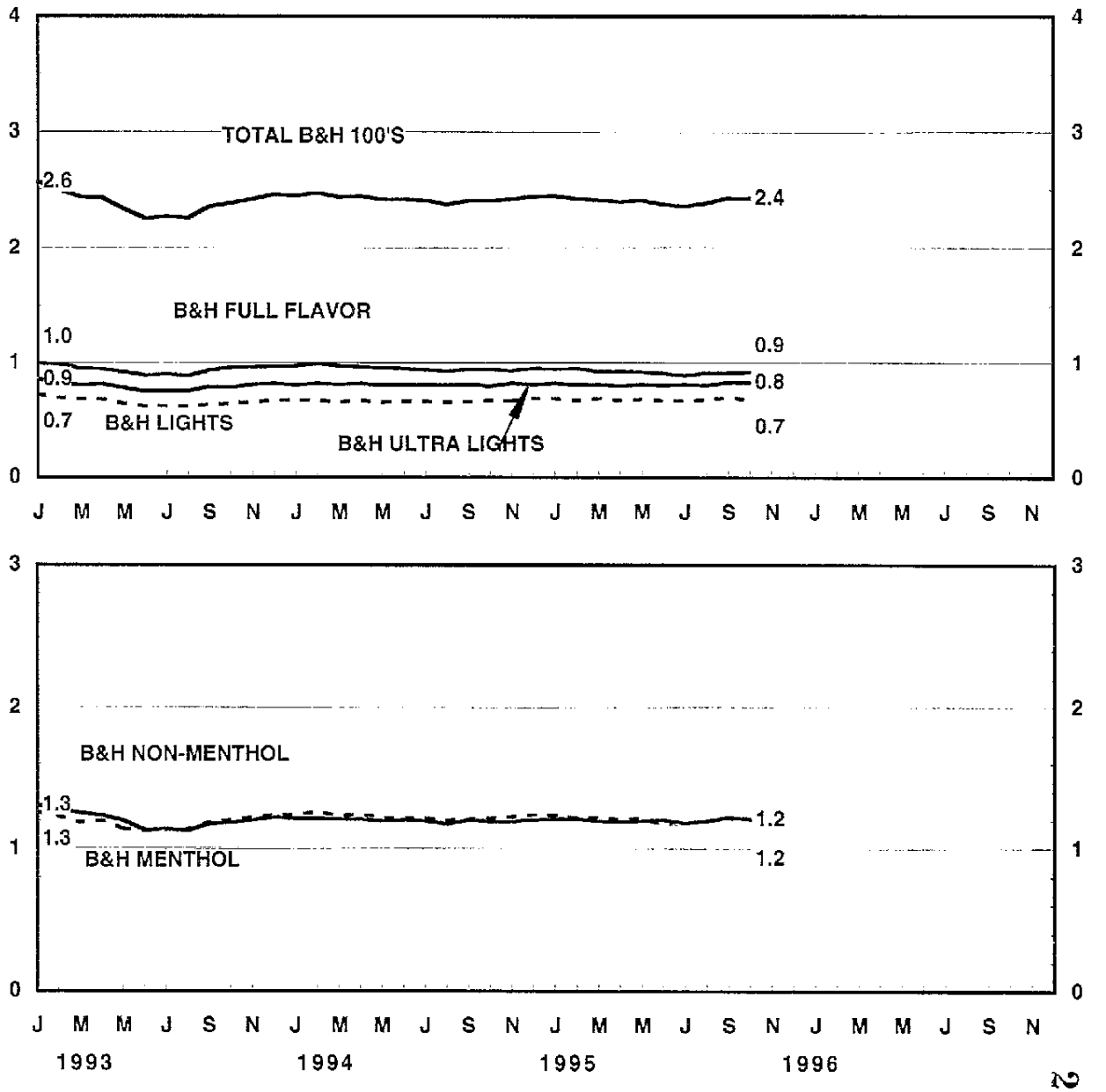


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089512

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
B&H 100'S
(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

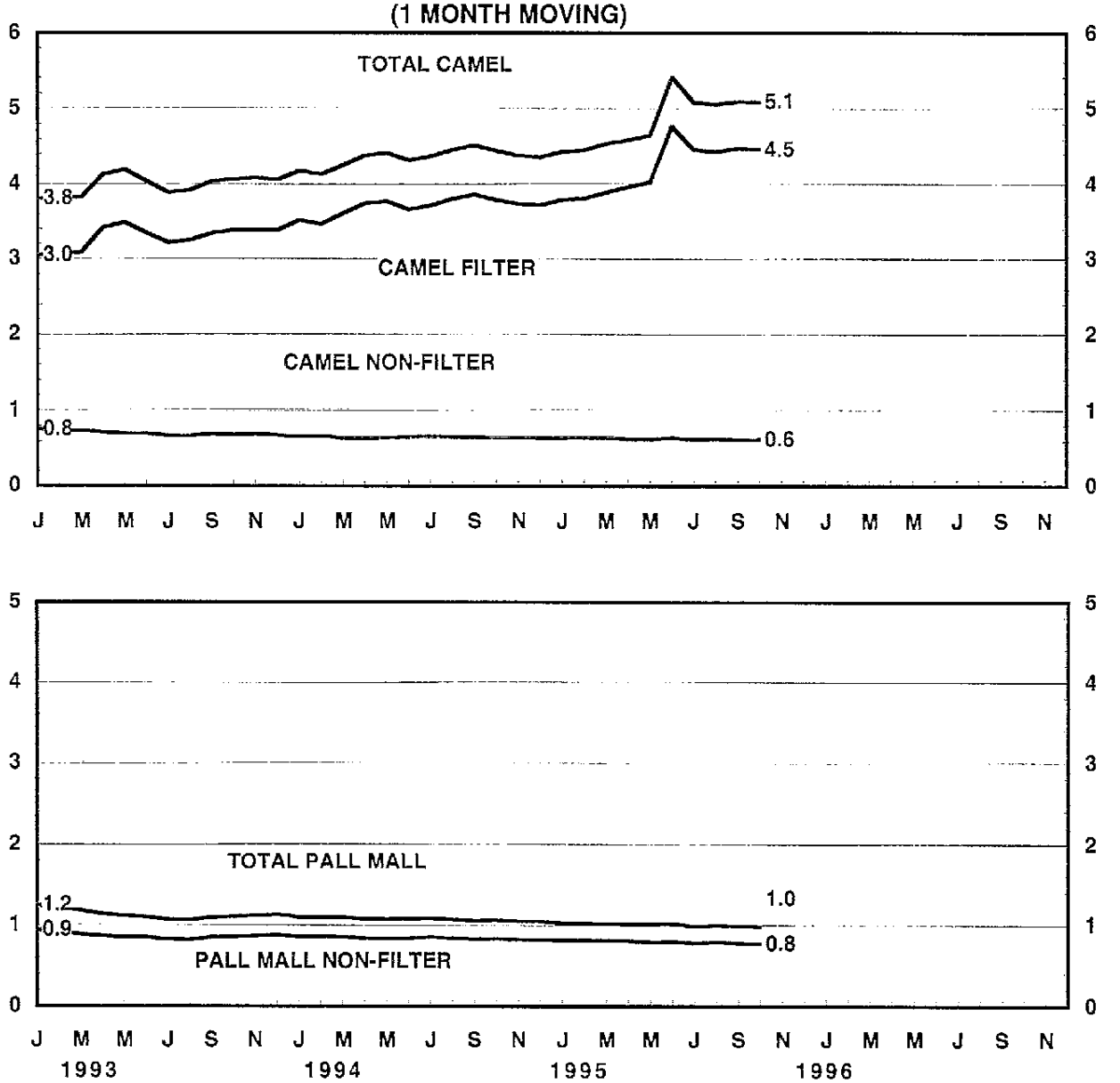
2060089513

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
CAMEL & PALL MALL

11

(1 MONTH MOVING)



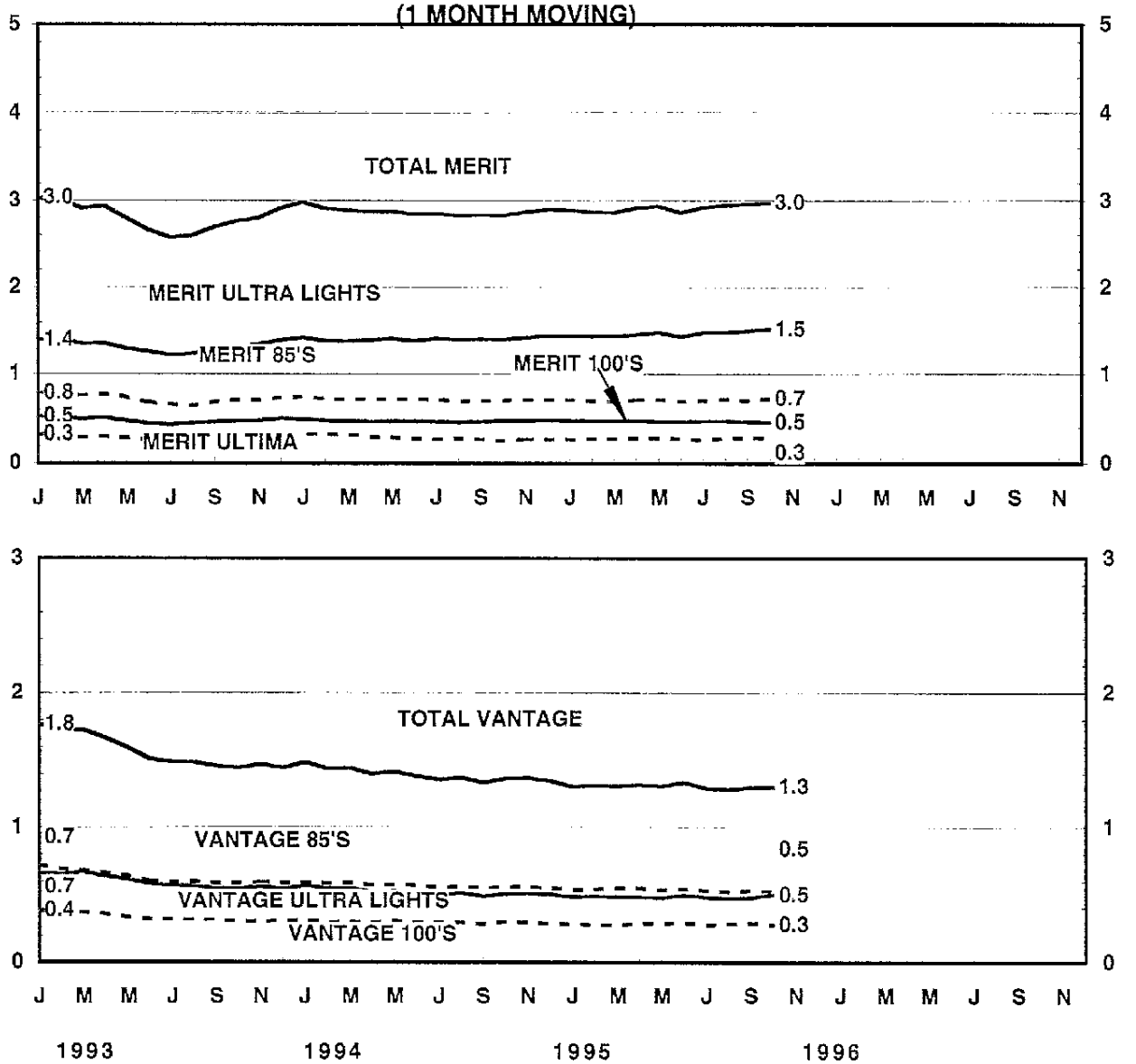
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089514

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
MERIT & VANTAGE

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

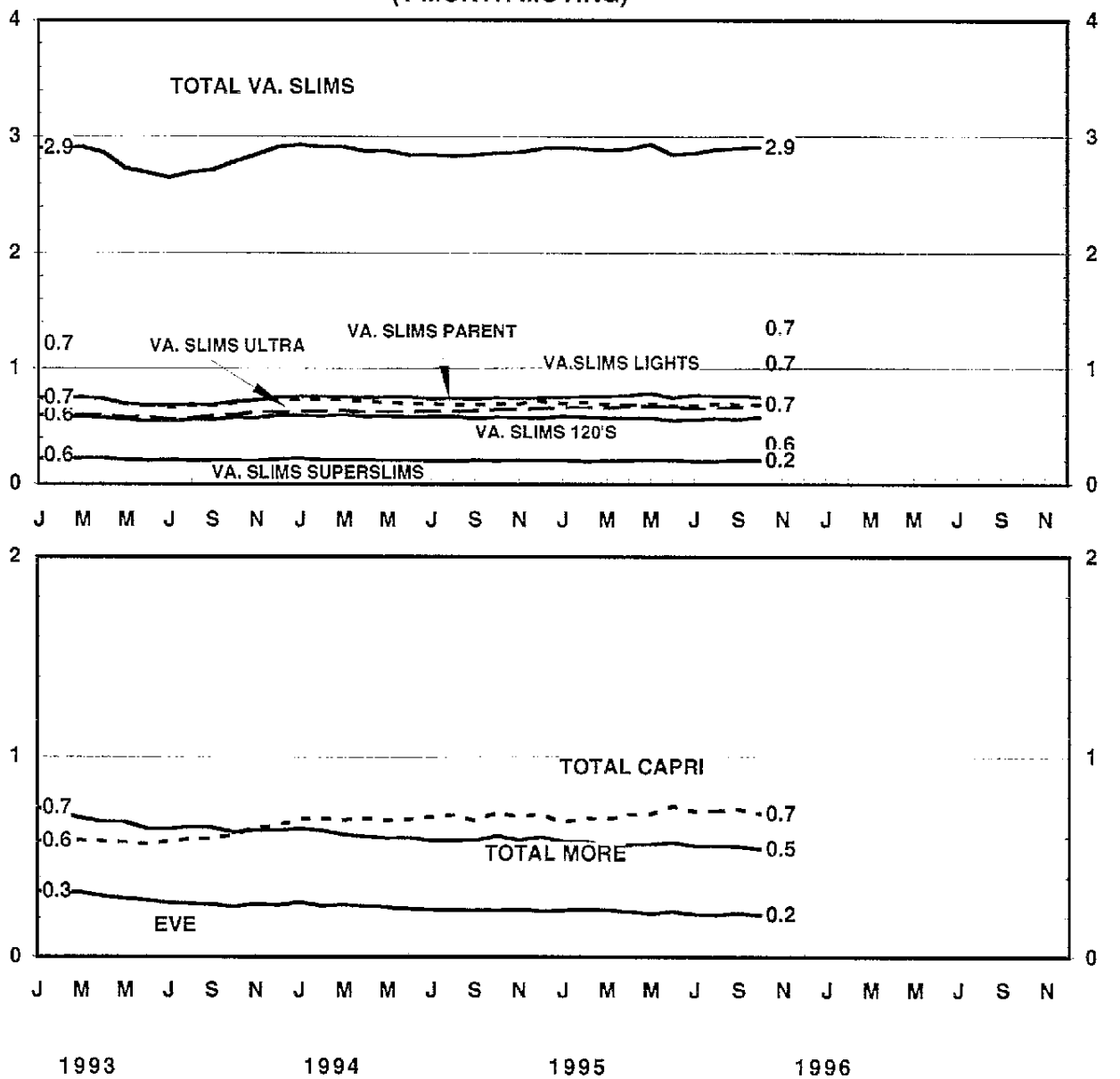
2060089515

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
VA. SLIMS, MORE & CAPRI

13

(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

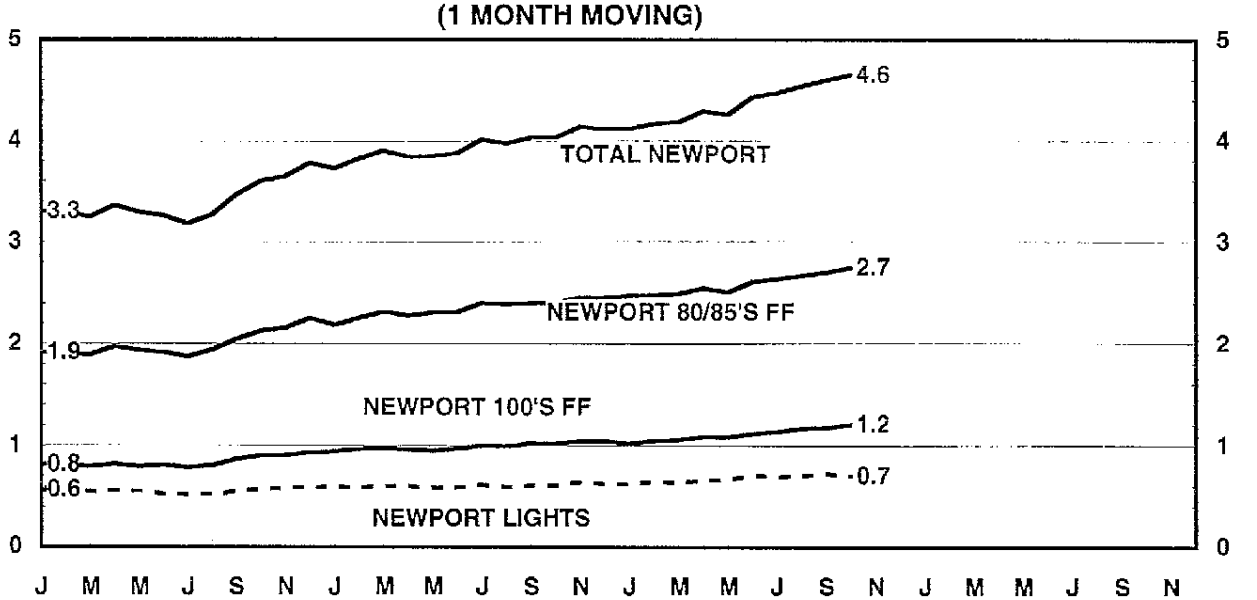
2060089516

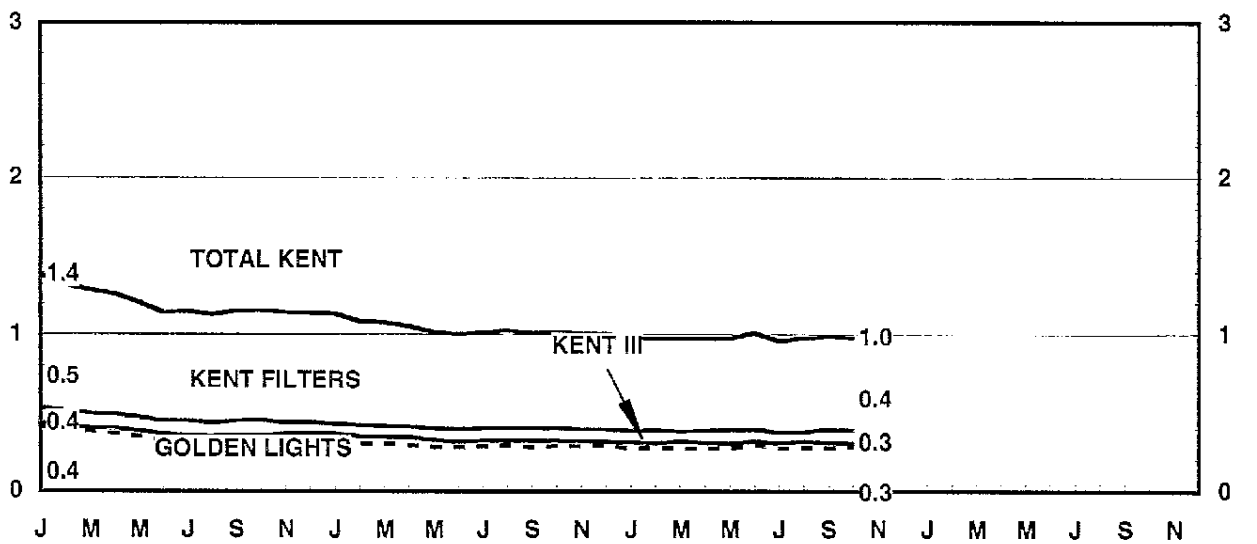
Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
NEWPORT & KENT

14

(1 MONTH MOVING)





1993 1994 1995 1996

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

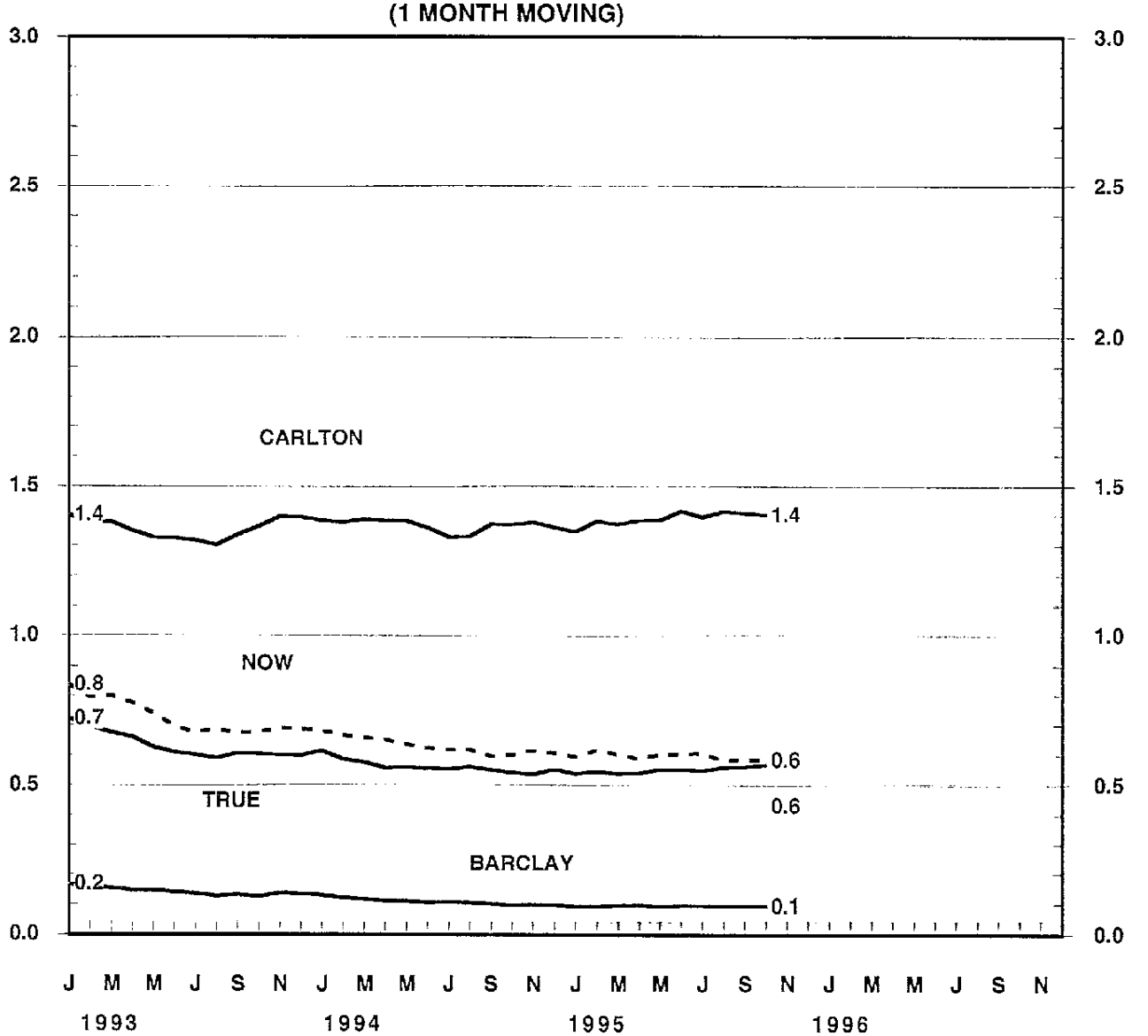
2060089517

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARKET SHARES
SELECTED BRANDS

15

(1 MONTH MOVING)



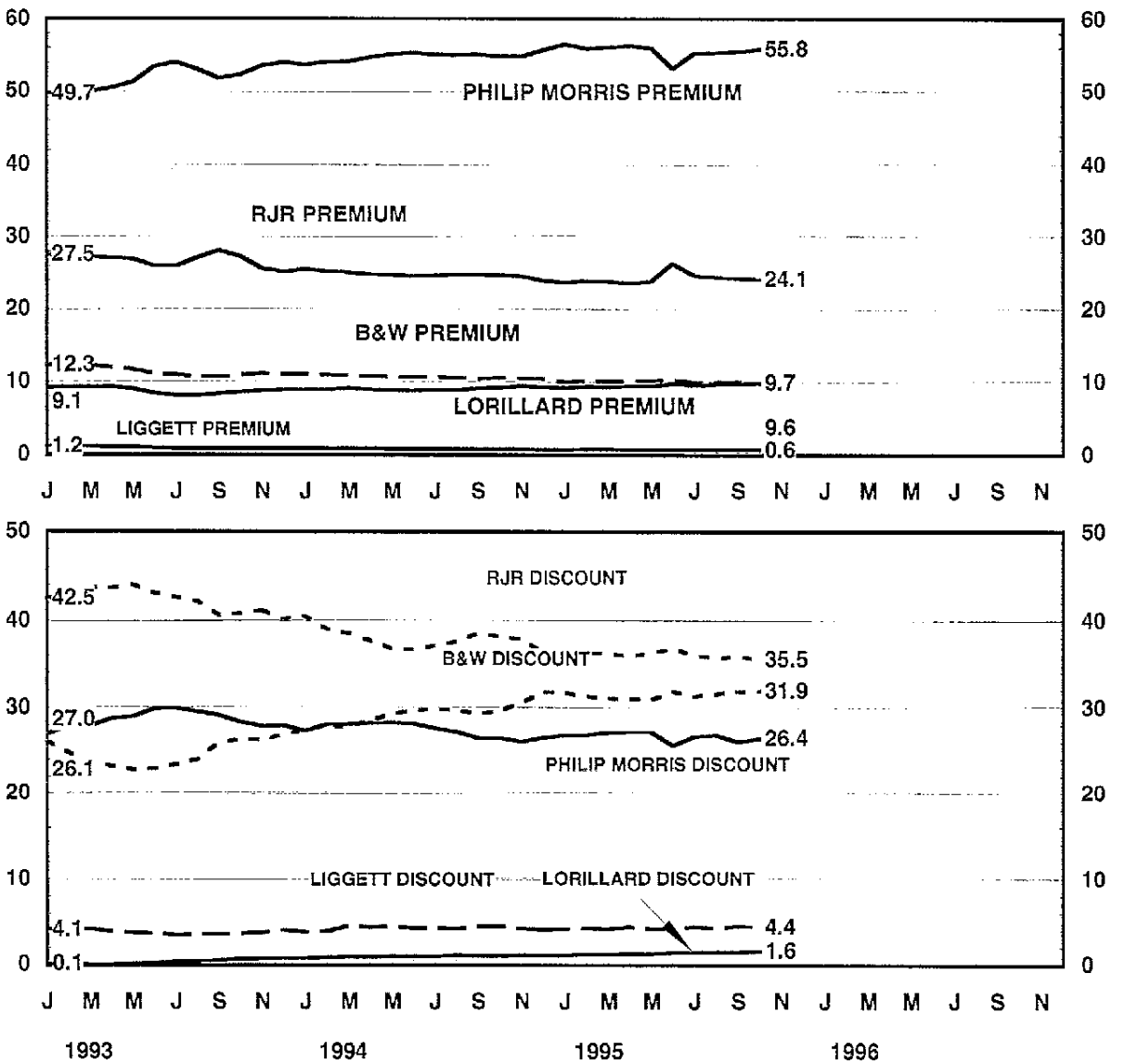
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089518

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

COMPANY SHARES
% OF PRICE CATEGORIES
(1 MONTH MOVING)

16



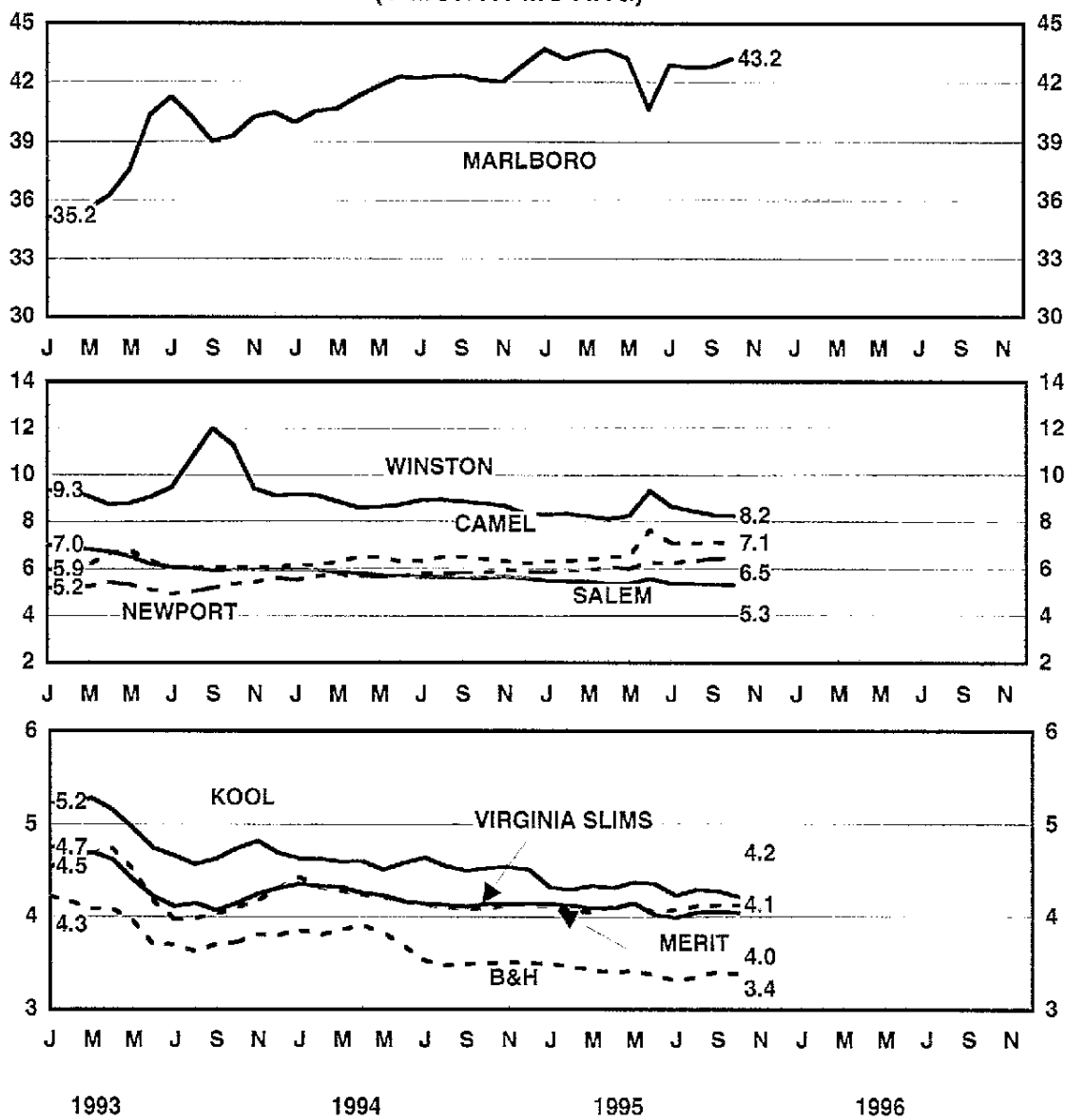
SOURCE: INTEGRATED NIELSEN MONEHLY PANEL

2060089519

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MAJOR PREMIUM BRANDS
% OF PREMIUM CATEGORY

(1 MONTH MOVING)



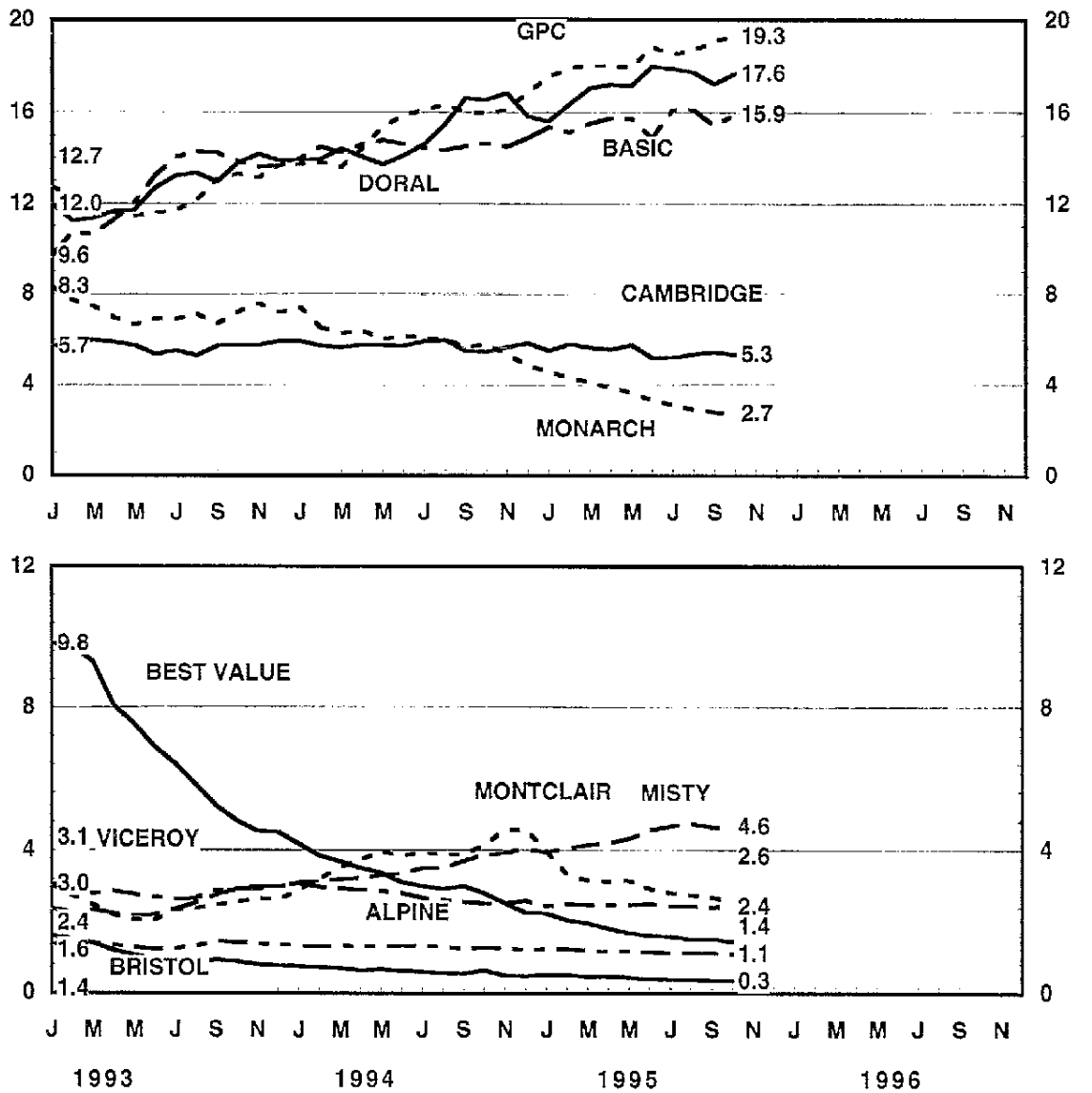
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089520

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BRANDED DISCOUNT
% OF DISCOUNT CATEGORY

(1 MONTH MOVING)



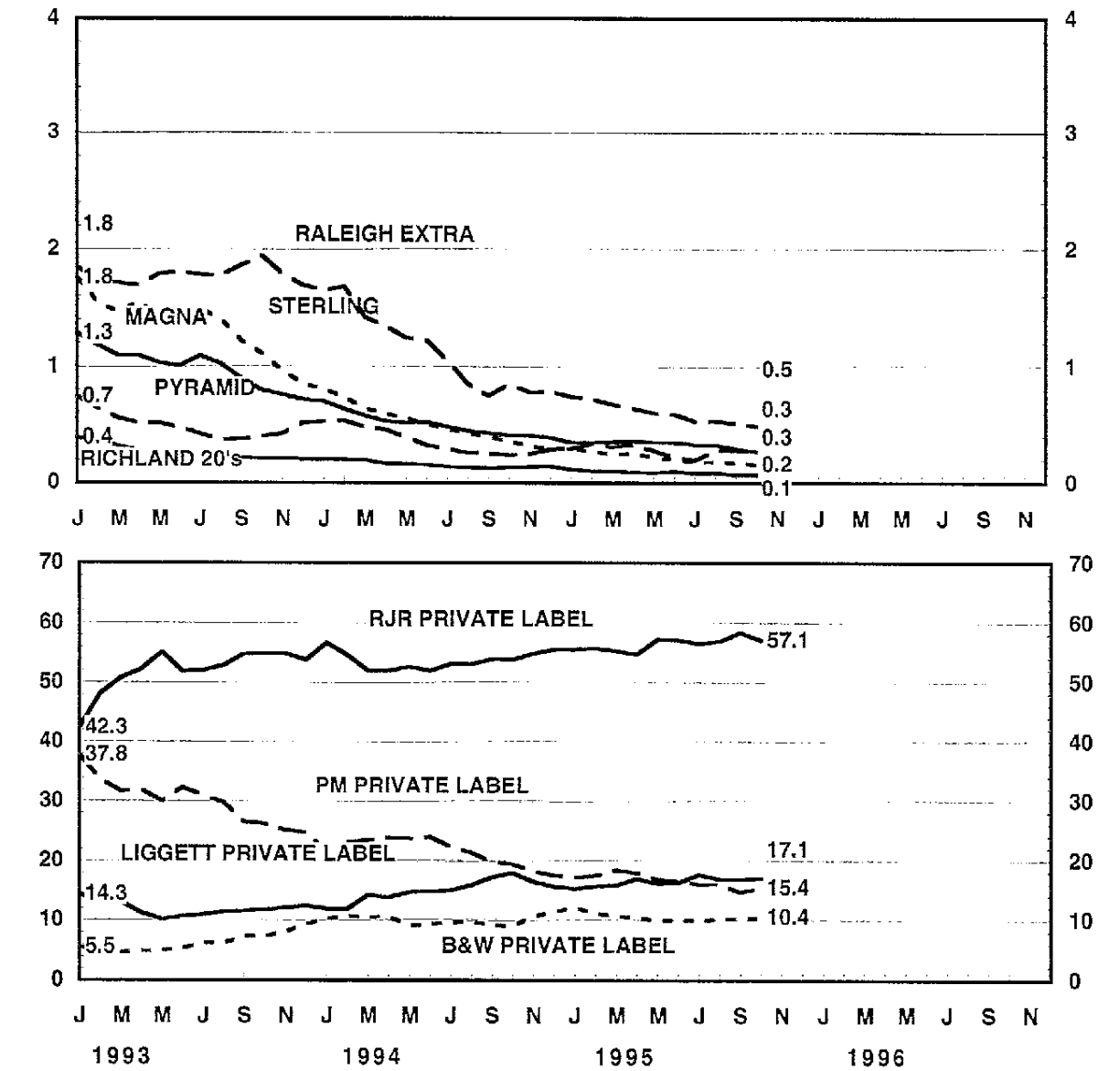
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089521

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BRANDED DISCOUNT % OF DISCOUNT CO. PRIVATE LABEL % OF PRIVATE LABEL

(1 MONTH MOVING)

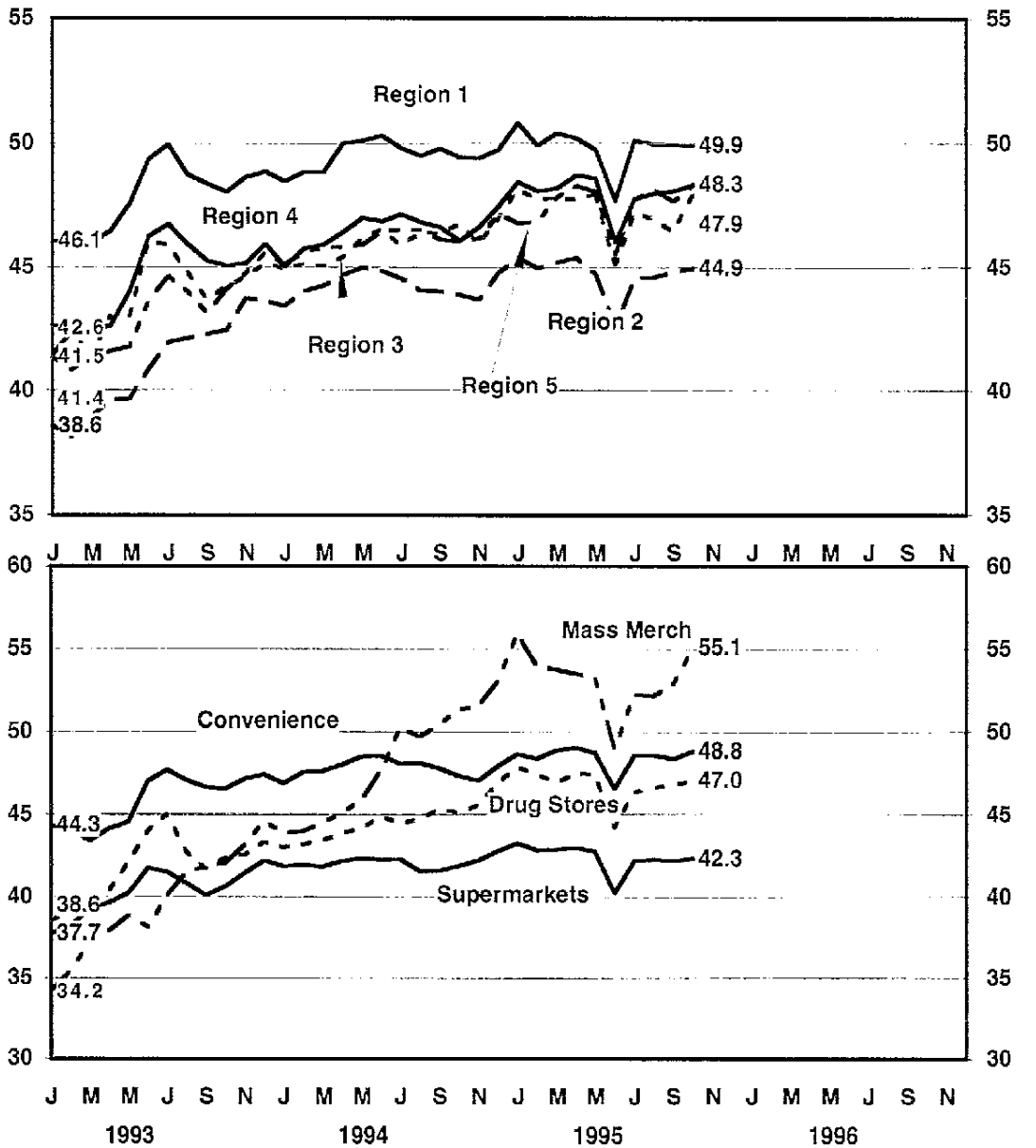


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089522

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

PM SHARE
REGION AND TRADE CLASS

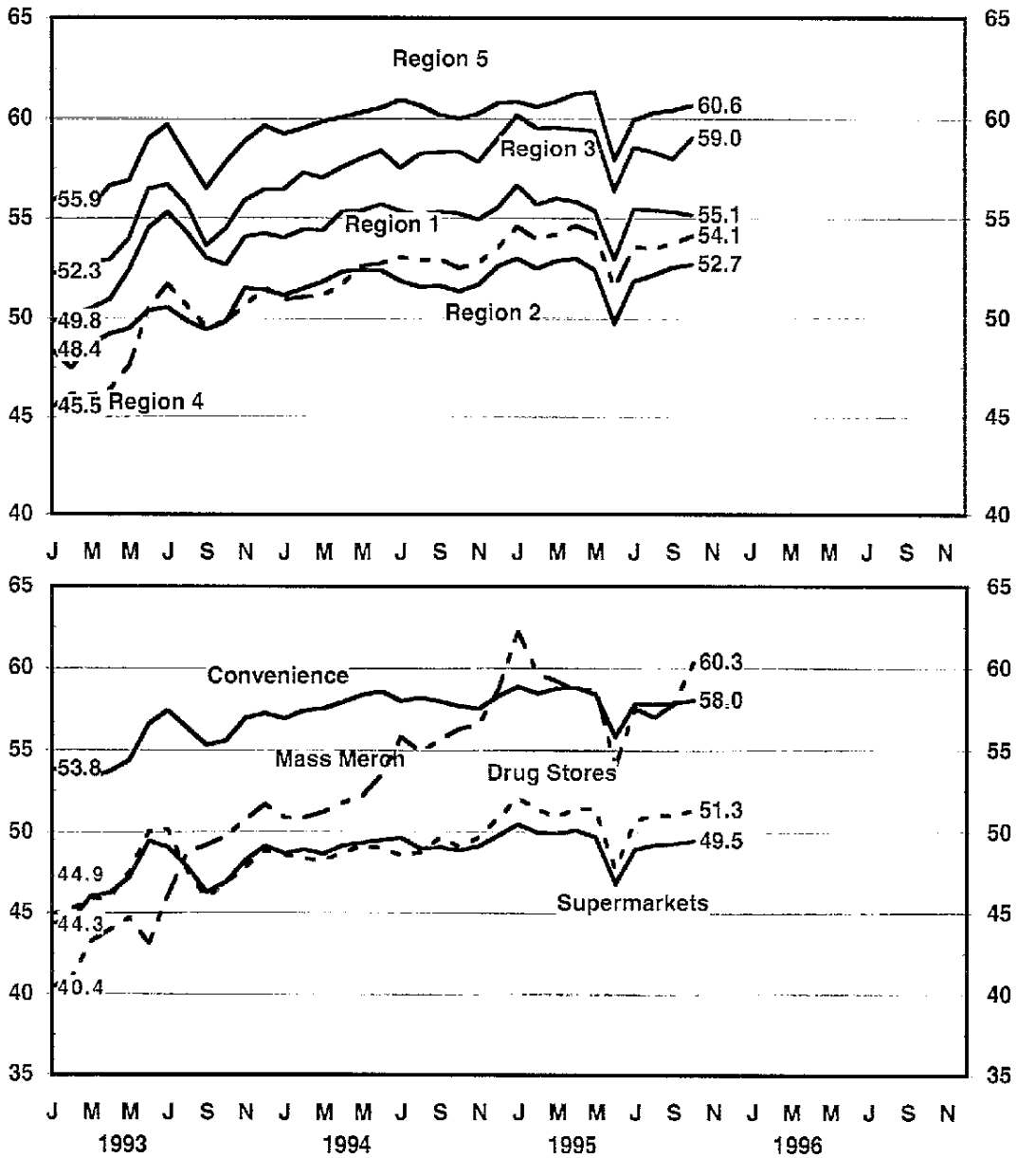


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089523

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

PM SHARE OF PREMIUM REGION AND TRADE CLASS

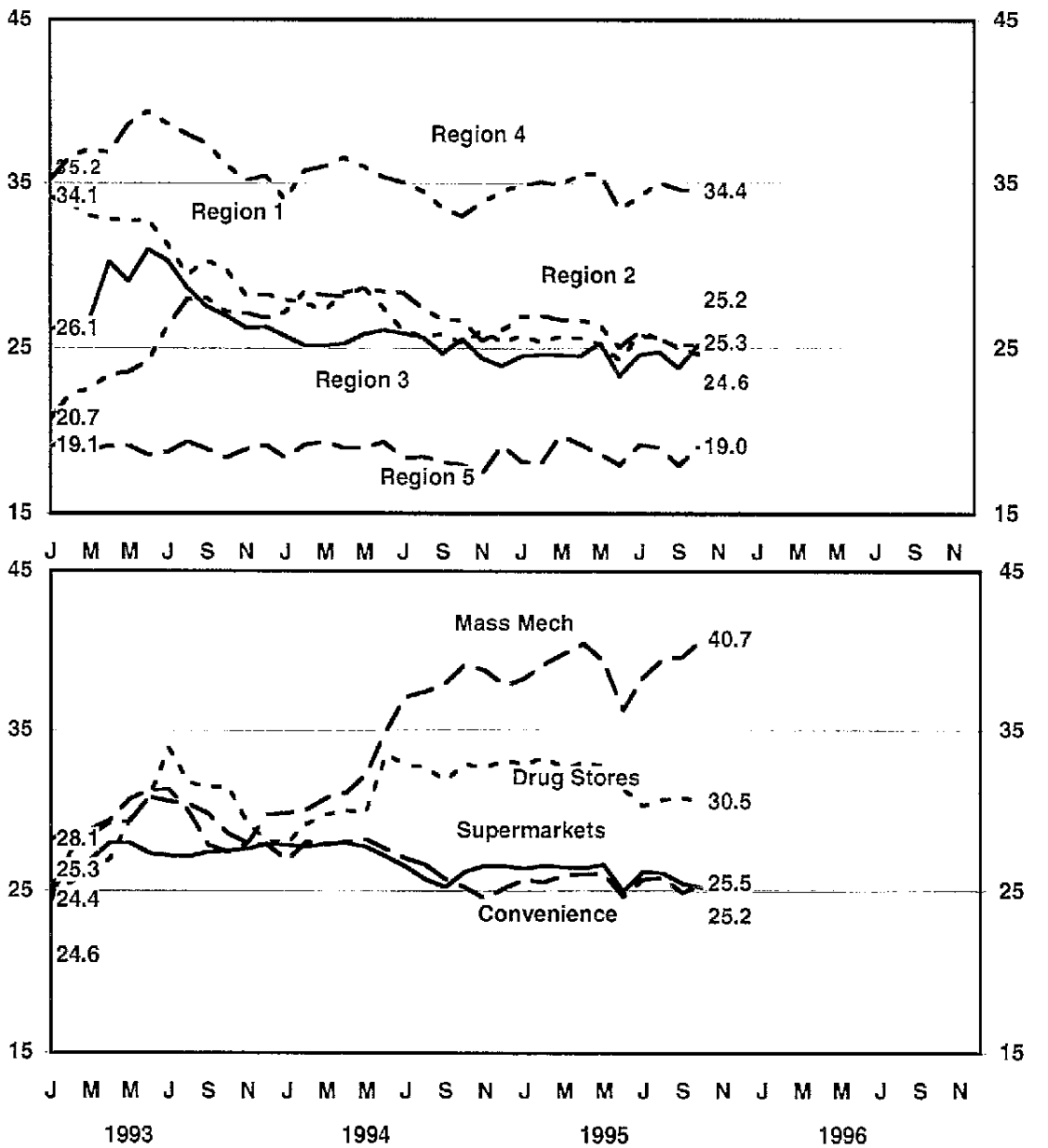


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089524

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

PM SHARE OF DISCOUNT REGION AND TRADE CLASS

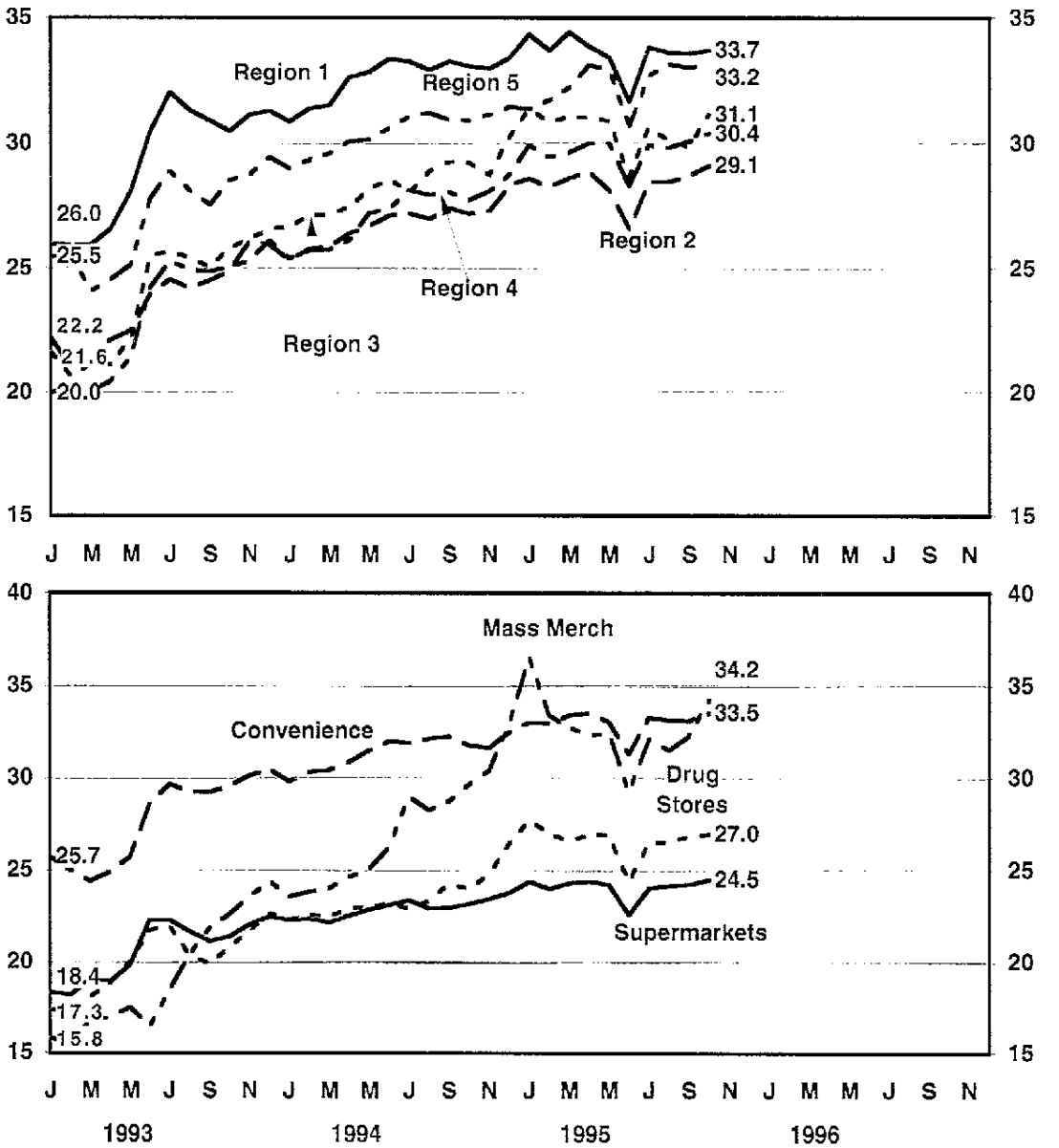


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089525

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

MARLBORO SHARE
REGION AND TRADE CLASS

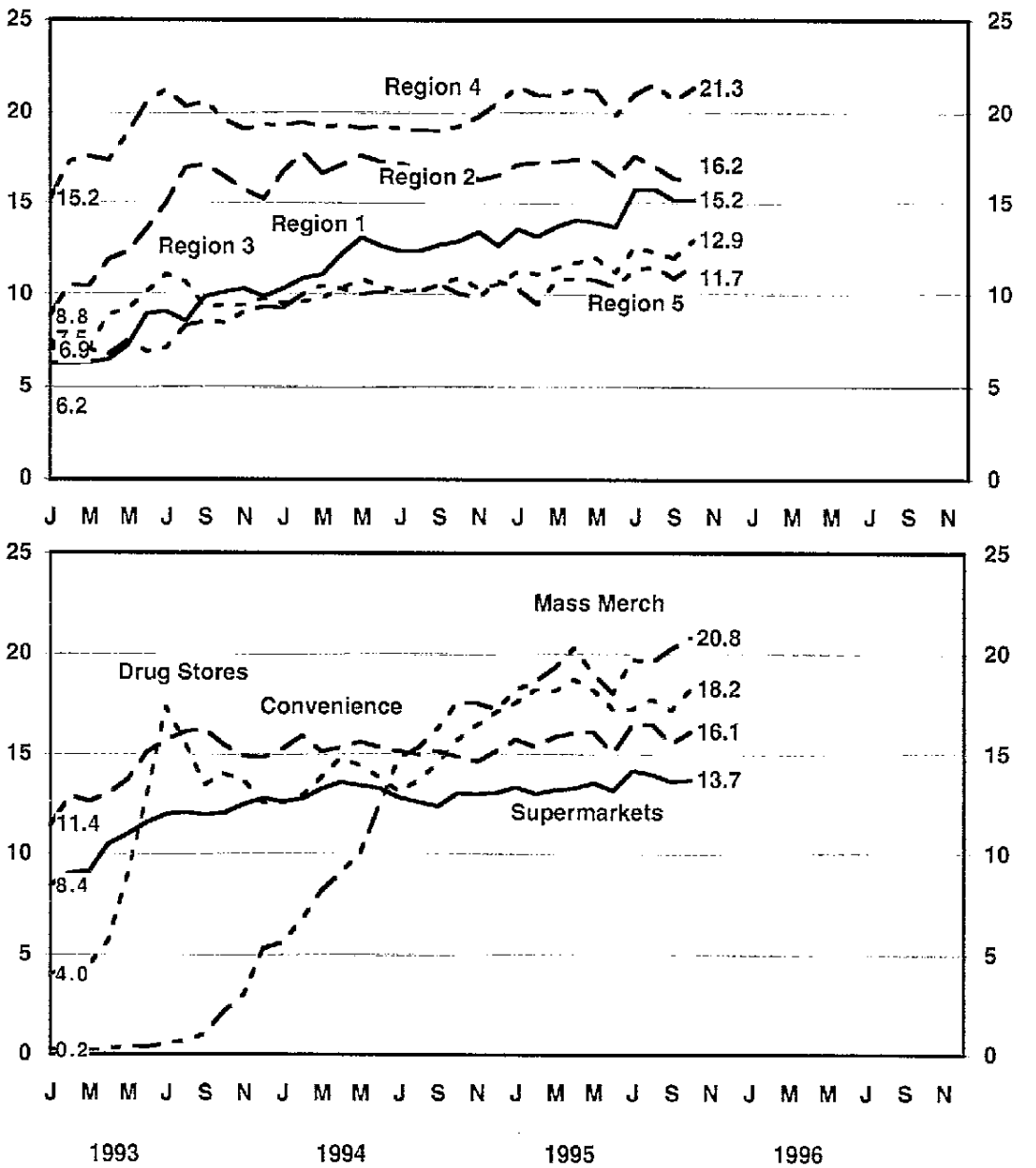


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089526

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BASIC SHARE OF DISCOUNT REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

20600899527

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

COMPANY SHARE OF SEGMENTS
OCTOBER 1995

	Market Shares			Change Vs. Year Ago			Oct Vs. Month Ago
	12 Mos.	3 Mos.	Oct	12 Mos.	3 Mos.	Oct	Oct
Share of Industy							
Philip Morris	47.0	47.3	47.6	1.0	1.0	1.5	0.5
R. J. Reynolds	27.8	27.5	27.2	-1.5	-1.4	-1.6	-0.3
B & W (Incl. American)	16.3	16.1	15.9	-0.1	-0.3	-0.5	-0.2
Lorillard	7.0	7.3	7.4	0.7	0.8	0.7	0.1
Liggett Group	1.7	1.7	1.7	-0.2	-0.2	-0.2	-0.1
Premium Category	70.8	71.7	72.0	2.7	2.7	2.9	0.5
Discount Category	29.2	28.3	28.0	-2.6	-2.6	-2.9	-0.5
Share of Premium							
Philip Morris	55.4	55.5	55.8	0.9	0.5	1.0	0.3
R. J. Reynolds	24.3	24.2	24.1	-0.7	-0.5	-0.6	-0.2
B & W (Incl. American)	10.0	9.9	9.7	-0.7	-0.6	-0.7	-0.2
Lorillard	9.4	9.6	9.6	0.5	0.6	0.5	0.0
Liggett Group	0.7	0.6	0.6	-0.1	-0.1	-0.1	0.0
Share of Discount							
Philip Morris	26.6	26.4	26.4	-1.1	-0.3	-0.1	0.4
R. J. Reynolds	36.2	35.7	35.5	-2.2	-2.4	-2.6	-0.4
B & W (Incl. American)	31.4	31.7	31.9	2.8	2.2	2.2	0.0
Lorillard	1.3	1.5	1.6	0.4	0.4	0.5	0.1
Liggett Group	4.3	4.4	4.4	0.0	0.0	-0.1	-0.1

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL — TOTAL U.S.

2060089528

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

CATEGORIES

	Market Shares			Change Vs. Year Ago			Oct Vs. Month Ago
	12 Mos.	3 Mos.	Oct	12 Mos.	3 Mos.	Oct	Oct
Total Filter *	97.3	97.3	97.2	0.0	0.0	0.0	-0.1
80/85's	53.8	54.1	54.2	0.7	0.5	0.6	0.2
100's	41.1	40.8	40.6	-0.8	-0.6	-0.8	-0.2
120's	2.2	2.3	2.3	0.1	0.1	0.0	0.0
Total Non-Menthol *	75.0	74.9	74.8	-0.2	-0.4	-0.3	-0.1
80/85's	42.6	42.8	43.0	0.6	0.2	0.5	0.2
100's	28.6	28.3	28.2	-0.6	-0.6	-0.6	-0.2
120's	1.3	1.3	1.3	0.0	0.0	0.0	0.0
Non-Filter	2.4	2.3	2.3	-0.2	-0.2	-0.2	0.0
Total Menthol	24.7	24.7	24.7	0.0	0.2	0.1	0.0
80/85's	11.2	11.3	11.3	0.1	0.2	0.2	0.0
100's	12.5	12.4	12.5	-0.1	0.0	-0.1	0.0
120's	1.0	1.0	1.0	0.0	0.0	0.0	0.0
Non-Filter	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Non-Filter	2.4	2.3	2.3	-0.2	-0.2	-0.2	0.0
Total Low Tar	57.9	58.1	58.1	0.4	0.7	0.4	0.0
Non Menthol	43.8	44.0	44.1	0.6	0.6	0.6	0.1
85's	23.6	23.8	24.0	0.8	0.6	0.7	0.2
100's	19.1	19.0	19.0	-0.3	-0.1	-0.2	-0.1
120's	1.0	1.1	1.1	0.1	0.1	0.1	0.0
Menthol	14.1	14.1	14.1	-0.2	0.0	-0.1	-0.1
85's	5.0	5.0	5.0	0.0	0.1	0.0	0.0
100's	8.3	8.3	8.3	-0.2	-0.1	-0.2	0.0
120's	0.8	0.8	0.8	0.0	0.0	0.0	0.0
Total Ultra Low Tar (0-6 MG	13.2	13.1	13.2	-0.3	0.0	0.0	0.1
Lowest (0-2 MG)	2.2	2.2	2.2	0.0	0.0	0.0	0.0
Total Full Flavor	39.2	39.1	39.0	-0.3	-0.7	-0.5	0.0
Non Menthol	28.7	28.5	28.4	-0.6	-0.9	-0.7	-0.1
85's	19.0	18.9	18.9	-0.2	-0.4	-0.2	0.1
100's	9.2	9.0	8.9	-0.4	-0.5	-0.5	-0.1
120's	0.2	0.2	0.2	0.0	0.0	0.0	0.0
Menthol	10.5	10.6	10.6	0.2	0.2	0.2	0.0
85's	6.2	6.3	6.3	0.2	0.2	0.2	0.0
100's	4.1	4.1	4.1	0.1	0.1	0.0	0.0
120's	0.2	0.2	0.2	0.0	0.0	0.0	0.0
Total Discount	29.2	28.3	28.0	-2.6	-2.6	-2.9	-0.5
Branded Discount	22.7	21.9	21.7	-1.8	-2.1	-2.4	-0.2
Private Label	6.5	6.4	6.3	-0.8	-0.5	-0.5	-0.3
Total Box	34.1	35.6	36.1	3.8	3.9	4.1	0.4
Total 25's	0.4	0.4	0.4	0.0	0.0	0.0	0.0
Total Cork Tipping Paper	55.6	55.6	55.4	-0.6	-0.6	-0.5	-0.3
Total White Tipping Paper	40.9	41.0	41.1	0.6	0.5	0.4	0.2

* Includes Marlboro B4G1F. Please note that segments do not sum to total due to the inclusion of miscellaneous promotional volum

SOURCE: NIELSEN MONTHLY AUDIT — TOTAL U.S.

2060089529

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BRANDS

		Market Shares			Change Vs. Year Ago			Oct Vs. Month Ago
	Company	12 Mos.	3 Mos.	Oct	12 Mos.	3 Mos.	Oct	Oct
Alpine	PM	0.3	0.3	0.3	-0.1	-0.1	-0.1	0.0
B&W Lts/Full Flavor	B&W	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barclay	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Basic	PM	4.5	4.5	4.4	-0.1	0.0	-0.1	0.1
Belair	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
B & H 100's (Total)	PM	2.4	2.4	2.4	0.0	0.0	0.0	0.0
B & H 100's Gold		0.4	0.4	0.4	0.0	0.0	0.0	0.0
B & H 100's Green		0.5	0.5	0.5	0.0	0.0	0.0	0.0
B & H 100's Lights		0.7	0.7	0.7	0.0	0.0	0.0	0.0
B & H 100's Ultra Lights		0.8	0.8	0.8	0.0	0.0	0.0	0.0
B & H Special Kings		0.0	0.0	0.0	-0.1	0.0	0.0	0.0
Best Value	RJR	0.5	0.4	0.4	-0.6	-0.5	-0.5	0.0
Bristol	PM	0.1	0.1	0.1	-0.1	-0.1	-0.1	0.0
Cambridge	PM	1.6	1.5	1.5	-0.2	-0.2	-0.2	-0.1
Camel (Total)	RJR	4.8	5.1	5.1	0.5	0.6	0.6	0.0
Camel N.F.		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Camel FF Filter		1.6	1.7	1.7	0.2	0.3	0.3	0.0
Camel Lts Filter		2.4	2.6	2.6	0.2	0.3	0.3	0.0
Camel Ultra Lights		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Capri	B&W	0.7	0.7	0.7	0.0	0.0	0.0	0.0
Carlton	B&W	1.4	1.4	1.4	0.0	0.1	0.0	0.0
Century	RJR	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Doral	RJR	5.0	5.0	4.9	0.3	-0.1	-0.2	0.0
Eve	Ligg	0.2	0.2	0.2	0.0	0.0	0.0	0.0
GPC	B&W	5.3	5.4	5.4	0.5	0.4	0.5	0.0
Harley Davidson	Lor	0.4	0.3	0.3	0.2	0.1	0.0	0.0
Kent (Total)	Lor	1.0	1.0	1.0	-0.1	0.0	0.0	0.0
Kent Filter		0.4	0.4	0.4	0.0	0.0	0.0	0.0
Kent Golden Lights		0.3	0.3	0.3	0.0	0.0	0.0	0.0
Kent III		0.3	0.3	0.3	0.0	0.0	0.0	0.0
Kool (Total)	B&W	3.1	3.1	3.0	-0.1	-0.1	-0.1	0.0
Kool Filter		1.5	1.5	1.5	-0.1	-0.1	-0.1	0.0
Kool 100's		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Kool Milds		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Kool Lights		0.2	0.2	0.2	0.0	0.1	0.0	0.0
Kool Ultras		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Lark	Ligg	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Lucky Strike	B&W	0.2	0.2	0.2	0.0	0.0	0.0	0.0
Magna	RJR	0.1	0.1	0.1	-0.1	0.0	-0.1	0.0

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089530

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BRANDS

	Company	Market Shares 12 Mos.	Market Shares 3 Mos.	Market Shares Oct	Change Vs. Year Ago 12 Mos.	Change Vs. Year Ago 3 Mos.	Change Vs. Year Ago Oct	Oct Vs. Month Ago Oct
Marlboro (Total)	PM	30.3	30.7	31.1	2.1	1.6	2.0	0.5
Marlboro Red Box		6.5	6.8	6.9	0.5	0.5	0.6	0.1
Marlboro Red S.P.		3.7	3.6	3.6	-0.2	-0.3	-0.3	0.1
Marlboro Red 25's		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Marlboro 100 Box		1.6	1.6	1.6	0.2	0.2	0.2	0.0
Marlboro 100 S.P.		1.1	1.0	1.1	0.0	-0.1	-0.1	0.0
Marlboro Lts. 85's Box		6.4	6.7	6.9	0.9	0.8	0.9	0.1
Marlboro Lts 85's S.P.		3.6	3.4	3.5	0.0	-0.2	-0.1	0.1
Marlboro Lts. 25's S.P.		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Marlboro Lts 100's Box		2.1	2.2	2.3	0.3	0.3	0.4	0.1
Marlboro Lts 100's S.P.		1.6	1.5	1.5	0.0	0.0	0.0	0.0
Marlboro Medium 85's Box		0.8	0.9	0.9	0.1	0.2	0.1	0.0
Marlboro Medium 85's S.P.		0.5	0.5	0.4	0.0	0.0	0.0	0.0
Marlboro Medium 100 Box		0.3	0.4	0.4	0.1	0.1	0.1	0.0
Marlboro Medium 100 S.P.		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Marlboro Full Flavor Men.		0.4	0.4	0.5	0.1	0.0	0.0	0.0
Marlboro Lts. Men. 85's Box		0.5	0.5	0.5	0.1	0.1	0.1	0.0
Marlboro Lts. Men. 100's Box		0.3	0.3	0.4	0.1	0.1	0.1	0.0
Merit	PM	2.9	3.0	3.0	0.0	0.1	0.2	0.0
Merit 85's		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Merit 100's		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Merit Ultra Lts. 85's		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Merit Ultra Lts. 100's		0.6	0.7	0.7	0.0	0.1	0.1	0.0
Merit Ultima 85		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Merit Ultima 100		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Misty	B&W	1.3	1.3	1.3	0.2	0.2	0.1	0.0
Monarch	RJR	1.1	0.8	0.8	-0.9	-1.0	-1.0	0.0
Montclair	B&W	1.0	0.8	0.7	-0.2	-0.5	-0.6	0.0
More	RJR	0.6	0.6	0.5	0.0	0.0	-0.1	0.0
Newport (Total)	Lor	4.3	4.6	4.6	0.5	0.6	0.6	0.1
Newport Full Flavor 85's		2.6	2.7	2.7	0.3	0.3	0.3	0.0
Newport Full Flavor 100's		1.1	1.2	1.2	0.1	0.2	0.2	0.0
Newport Lights		0.7	0.7	0.7	0.1	0.1	0.1	0.0
Now	RJR	0.6	0.6	0.6	0.0	0.0	0.0	0.0
Pall Mall	B&W	1.0	1.0	1.0	-0.1	-0.1	-0.1	0.0
Parliament	PM	0.6	0.6	0.6	0.0	0.0	0.1	0.0
Players 25's	PM	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PM Private Label	PM	1.1	1.0	1.0	-0.6	-0.4	-0.3	0.0
RJR Private Label	RJR	3.7	3.7	3.6	-0.2	0.0	-0.1	-0.3
Liggett Private Label	Ligg	1.1	1.1	1.1	0.0	-0.1	-0.1	0.0
B&W Private Label	B&W	0.7	0.7	0.7	0.0	0.0	0.0	0.0

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060089531

Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004

BRANDS

		Market Shares			Change Vs. Year Ago			Oct Vs. Month Ago
	Company	12 Mos.	3 Mos.	Oct	12 Mos.	3 Mos.	Oct	Oct
Pyramid	Ligg	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Raleigh	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Raleigh Extra		0.2	0.1	0.1	-0.2	-0.1	-0.1	0.0
Richland 20's	B&W	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salem (Total)	RJR	3.9	3.8	3.8	-0.1	-0.1	-0.1	0.0
Salem King Size		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Salem Super Kings		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Salem Lts. 85's		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Salem Lts. 100's/Slims		1.0	1.0	1.0	0.0	0.0	0.0	0.0
Salem Ultras		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Saratoga	PM	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Sterling	RJR	0.1	0.0	0.0	-0.1	-0.1	-0.1	0.0
Style	Lor	0.4	0.4	0.4	0.0	0.0	0.0	0.0
Tareyton	B&W	0.4	0.4	0.4	0.0	0.0	0.0	0.0
True	Lor	0.5	0.6	0.6	0.0	0.0	0.0	0.0
Vantage (Total)	RJR	1.3	1.3	1.3	-0.1	-0.1	-0.1	0.0
Vantage 85's		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Vantage 100's		0.3	0.3	0.3	0.0	0.0	0.0	0.0
Vantage Ultra Lts. Reg.		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Viceroy	B&W	0.7	0.7	0.7	-0.2	-0.1	-0.1	0.0
Virginia Slims (Total)	PM	2.9	2.9	2.9	0.0	0.1	0.0	0.0
Virginia Slims Parent		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Virginia Slims Lts. 100's		0.8	0.8	0.7	0.0	0.0	0.0	0.0
Virginia Slims Lts. 120's		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Virginia Slims Ultras		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Virginia Slims Superslims		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Winston (Total)	RJR	6.0	6.0	5.9	-0.1	-0.1	-0.1	0.0
Winston Red		1.9	1.8	1.8	-0.2	-0.2	-0.2	0.0
Winston 100's		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Winston Lts. Kings		1.1	1.1	1.1	0.0	0.0	0.0	0.0
Winston Lts. 100's		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Winston Ultra Lts.		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Winston Select FF		0.5	0.5	0.5	0.1	0.0	0.0	0.0
Winston Select Lts		0.6	0.6	0.7	0.0	0.0	0.0	0.0

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

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Source: https://www.industrydocuments.ucsf.edu/docs/sggn0004